

Chemist & Druggist

Benn >>

MARCH 12 1977

THE NEWSWEEKLY FOR PHARMACY

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women.**



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TAX RELIEF — A single premium paid by an eligible person towards a pension qualifies, within limits, for FULL tax relief at the HIGHEST rate of tax you pay — your earnings for the year being reduced by the amount of your allowable pension contribution before tax is assessed. Tax relief in any year is restricted to relief on 15% of your earnings (increasing to 20% for older ages), but any excess contributions may be carried forward for tax relief in future years. An investment of £1,000 would, therefore, cost only £400 to a person paying tax at 60% on the top £1,000 of his income.

PENSION AGE — The pension may commence at any age between 60 and 75 and there is no need to finalise this at the outset.

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An eligible person may contribute up to 15% of his earnings (increasing to 20% for older ages) and enjoy full tax relief at his highest rate of tax. In the example above the contribution of £200 would be deducted from his earned income before tax is applied and if he is paying tax at basic rate only, his tax relief (at present rates) would amount to £70.00, making the net cost of his pension only £130 a year.

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Address

.....

Occupation

Date of Birth

I would like a personal illustration for

a. Single contribution of : £.....

b. Annual contribution of : £.....

for a pension to commence at age

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(Please indicate expected retirement age)

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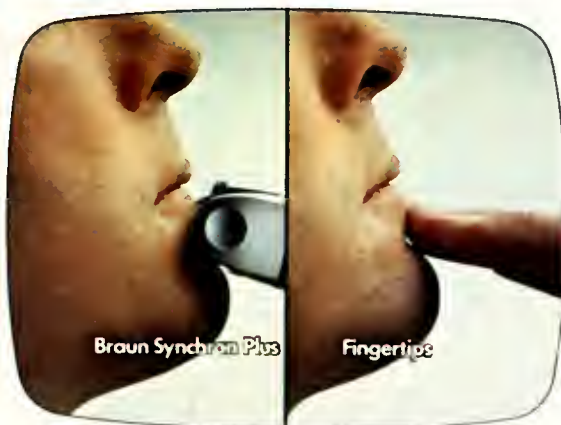
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Supplement to Chemist & Druggist 12/3/77

**This Spring
38 million viewers will see
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Fingertip

Braun Synchron Plus



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Braun Curl Control



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for them?**



Last year the Braun Synchron Plus was probably the most successful shaver in Britain.

And we completely dominated the hairstyling market.



Braun Synchron Plus.

Europe's best selling foil shaver is back again with biggest ever Spring TV campaign. RSP £27.95.

Braun Hairstyling Set Plus 2.

The most complete hairstyling set you can buy.



Still Britain's best selling hairstyling set. Back again on TV. RSP £19.95.

Braun Curl Control.

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Our massive national TV campaign starts now.

This Spring we want to introduce you to a future brand leader.

The round brush styler that really dries.



The Braun Round-Styler makes drying and styling hair quick and simple. With its efficient round brush and comb concentrator attachments it has all the advantages of a hot comb for easy styling plus 550 powerful watts for fast drying. The Braun Round-Styler will be launched



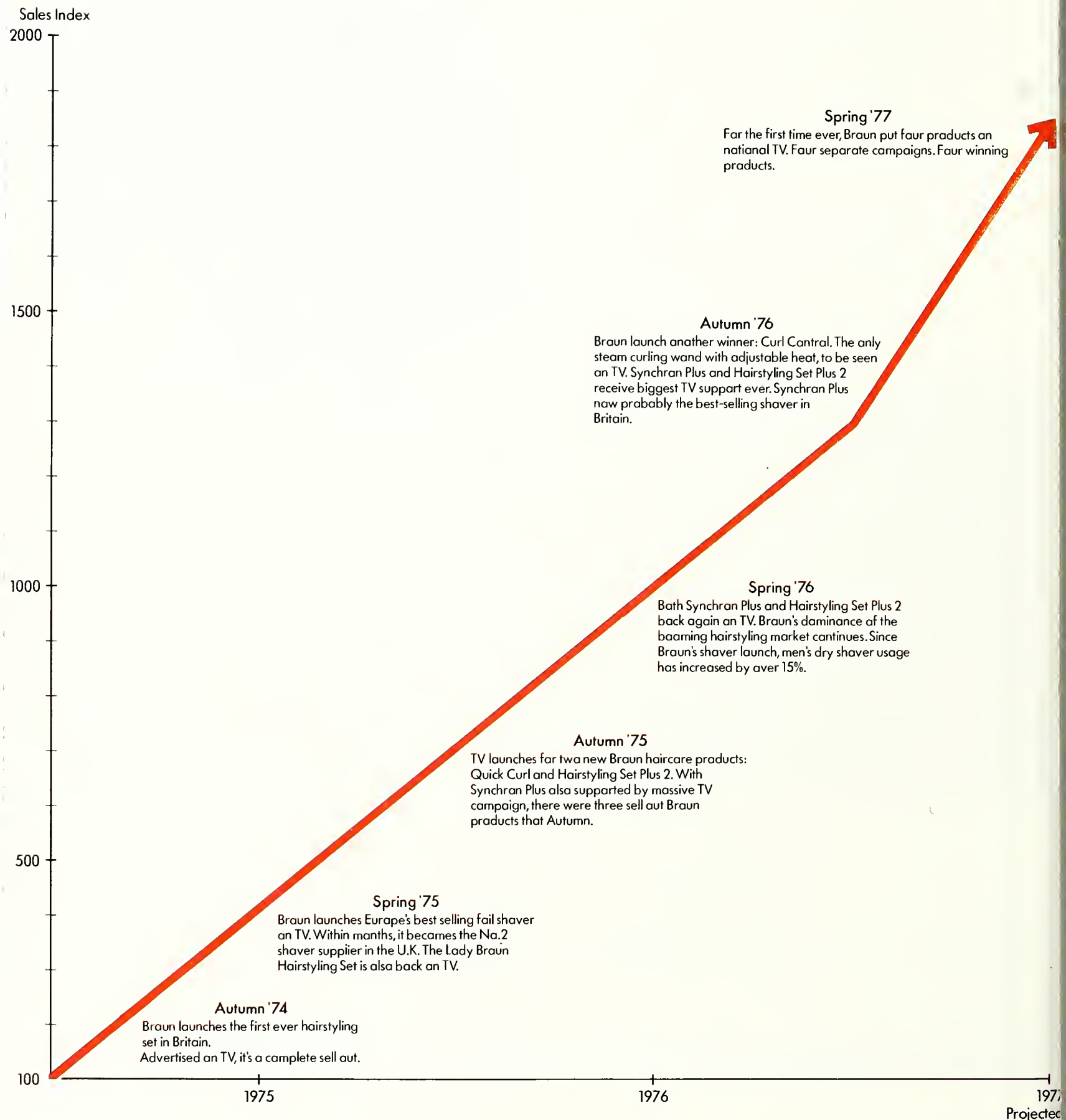
with a massive national TV campaign during May. RSP £17.95.

So in 1977 Braun will make the styler market bigger than ever. Braun's success could be your success. And don't forget every styler you sell gives you more profit than conventional dryers.

And runs every week until 30th May.

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A history of success.



Chemist & Druggist

The newsweekly for pharmacy

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Comment

Consumers' advice

"Since you can't beat them, let them join you." That variation on the old adage might well have been the theme of the conference for top management in industry and retailing—"Consumerism—threat or opportunity?"—held in London last week. As is so often the case where commerce is concerned (and retailing in particular), it was to the USA that the conference turned for inspiration, and found it in no small measure.

Some American companies have, it seems, recognised the reality of consumerism and embraced it. Instead of trying to fight a superior foe, industry is making the consumer champion an ally. The "Ralph Naders" of this world are finding new top-executive positions opened up to them, with the express intention of influencing company policy in the "right" direction—that is, in favour of consumers—before something that might be criticised by the consumer lobby ever reaches the market place. Once in, the consumer champions have (to judge by the two reporting their experiences to the conference) set about "cleaning up" the existing practices to which they take exception. However, in the process they sometimes learn that all is not black-and-white, as in the quoted case of a food product that could not be marketed safely without an "additive", the consumerist's *bête-noire*.

In contrast, the British experience related to the conference was of industry and retailers talking to their customers more through market research and attempting to provide what the consumer appeared to want. The omission evident from that approach was that the consumer may not always be in possession of all the facts necessary to make the best choice—which is why the American speakers were insistent on consumer education playing a major role in advertising and promotional programmes, from point-of-sale to Press and television.

Among examples given to the conference was a radio commercial *against* the purchase of sugar—the chain advertising stocked sugar, it was said, but sugar could be harmful to health and was much better left on the shelf in favour of fresh fruit, juices and substitutes. "Education" on generic drugs was in a similar vein (batch tested by the chain store operator and usually half the price), while at point-of-sale a choice of food products is offered where possible, with or without additives, plus labelling and shelf explanations to assist the purchaser.

Thus, whereas the British consumer might be asked by a researcher to make a choice between red and white cherries, the customer of the supermarkets employing a consumerist adviser would be offered a choice of white cherries—and white cherries plus colour additive! Apparently this approach has been good for trade as well as consumer education.

In the UK the consumer lobby has so far had little effect on the average shopper, but the protective forces in favour of the consumer are fast growing. Perhaps more of British industry and retailing should put the consumerists to work—and change them from destructive into constructive critics.

Health centre accepted for pre-registration

An application for a health centre to provide pre-registration training provoked considerable argument among Pharmaceutical Society Council members last week because the pharmacy's activities were restricted to Part IV pharmaceutical services there with no retail sales of medicines and allied products.

The Education Committee had decided that applications of this type should be approved and where the pharmacy was part of a consortium the responsible pharmacist should be asked to obtain for the graduate some experience in the retail sale of medicines and allied products in one of the other consortium pharmacies. Although the health centre's activities did not comply with the general practice requirements the committee considered that close association with doctors would provide compensating experience.

No contact with public

However, the committee's recommendation that the health centre pharmacy be approved was opposed by Mr C. C. B. Stevens who said that it was Council policy that general practice hospital pre-registration experience required contact with the general public. He did not think close association with doctors would compensate and he moved that the recommendation be referred back.

Mr A. Howells said there would be a rapid increase in the number of health centres and that they would provide the student with adequate training. Dr D. H. Maddock, also opposing the reference back, said that hospitals did not provide a comprehensive service in the context talked about. He thought there was more patient contact in health centres.

Mr M. Gordon seconded the reference because he thought the health centre did not comply with the Statement on Matters of Professional Conduct in not giving a reasonably comprehensive pharmaceutical service. Mr Sharpe supported that view.

Replying to the discussion Mr J. E. Balmford, chairman of the Education

Committee, said they were facing a new situation and asking for guidance and views from all sources. The committee thought that contact with doctors would be good for students. It was all part of a graduate's development and education. All that was lacking was commercial involvement in the selling of medicines and other things, but that should not debar the premises. The Council should recognise a new development and approve health centres. On a vote the motion to refer back was defeated and the recommendation approved. [Council meeting report p347.]

BMA secretary urges unity with pharmacists

The professions, particularly doctors and pharmacists, should sink their rivalries and get together, said Dr Elston Grey-Turner, secretary, British Medical Association, last week.

"If we don't hang together we will hang separately", he told a meeting of the Pharmaceutical Marketing Club. He regretted the recent criticism from pharmacists about the actions "or inactions" of doctors and was anxious to seek much better understanding at a time when all the professions were under tremendous threat.

He later told *C&D* he was keen on the suggestion proposed recently by the Pharmaceutical Society's president Mr J. P. Bannerman, that the health professions should unite in helping to cut the nation's drugs bill. He had agreed to a meeting with the Society but no date had been fixed.

Beware those coupons

A warning to pharmacists relating to the recent prosecution of a grocer under the Trade Descriptions Act for refusing to accept money-off coupons, comes from the National Pharmaceutical Association this week. The grocer was found guilty of

refusing to honour a cross coupon for Birds custard on an Angel Delight pack.

Pharmacists would be equally bound by the decision and must redeem any coupon issued by them, say the NPA. In the case of cross coupons this would also require keeping adequate stocks of the products.

The NPA spokesman said that pharmacists were in a better position to redeem coupons than most traders because of the Coupex system. A statement is to be issued in the next NPA supplement.

Prices and wages go together, Minister is told

The Retail Consortium has told Mr Roy Hattersley, Secretary for Prices and Consumer Protection, that prices cannot be isolated from wages, and that in retailing, particularly, where wages account for more than 50 per cent of costs, price control is unworkable without effective wage control.

Mr Joseph Godber, the Consortium's chairman, said: "retailers must be permitted to adjust their prices to accommodate increase in the wages they pay and the costs they have to bear. Unless they are allowed to do so, there will be a stop on investment in industry and an increase in unemployment". There can be no economic justification for increased controls over retailing when margins and profits have been steadily declining since 1971 and sales volume has remained static for two years, he added.

Mr Godber's comments were made in response to the consultative document "A new prices policy" presented last week.

Simple prescribing and precise directions

Calls for simple prescribing and more precise directions appear in this week's *Medical News*. In one letter Dr Graham Hunter says there is an increasing place for cheap safe symptomatic prescribing.

Some modern cough linctuses cause drowsiness while simple linctus BNF is effective cheap and safe, he says. Although "tonics" are out, Gent/A/k BNF safely buys time and never did anyone any harm. Common salt is most useful. Saline bath, clean dirty wounds, saline nasal douche, clear nasal catarrh and sipping salt and sodium bicarbonate in hot water loosen the most difficult phlegm.

Dr John Kennedy's letter says that "every six hours" should be used in preference to "four times a day" which is confusing to the patient. This would have greater therapeutic effect, particularly when dealing with antibiotics, he says.

Donations rehabilitate drug abusers

The Bournemouth and District Drug Advisory Service are currently setting up sheltered accommodation for up to eight women trying to break the drug habit.

Local pharmacists and physicians have donated generously, says the immediate past chairman, Mr J. K. B. Callow, himself a pharmacist and magistrate. About £4,000 has been raised, and premises

Retailers suspected of underpaying staff

More than a quarter of the employers visited by wages inspectors had underpaid wages and holiday pay, according to the Department of Employment *Gazette* last week. Over £76,000 was assessed as owed to over 1,600 of nearly 12,000 people whose wages records were scrutinised during inspections in 23 selected towns.

Inspectors knew that underpayments were most likely in shops, restaurants and public houses and by concentrating on the retail trades and catering in a selection of medium sized towns for one or two weeks at a time, more inspections than

usual could be completed. The names of the towns selected were not announced before visits began and the results revealed the average amount claimed for each worker was £45.90 which could be described as a large sum of money for working people, the *Gazette* says.

The Wages Inspectorate's policy is not to prosecute first offenders, unless the abuse is flagrant but a number of the visits were for the second time. Of these fifty-four were found to have broken regulations on both occasions and three cases are being prepared for prosecution.

offered on a short term lease by Dorset County Council.

Mr Callow says: "There has been a small but steady trickle of visitors to the advisory centre . . . but in order to deal with moments of crisis, we have added a "phone-in service." A coffee bar/club, gives volunteer counsellors opportunity for longer term contact and rehabilitation in a more relaxed situation.

The Drugs Advisory Service organises local campaigns for reducing unwanted drugs in the home and also to encourage doctors to reduce barbiturate prescribing.

MPs continue to support self-service analgesics ban

By Wednesday this week 51 Members of Parliament had indicated their support for the Pharmaceutical Society's continuing fight against the decision not to ban the self-service of analgesics. Only two letters opposing the Society had been received, according to a Society spokesman. Once again there is support from the major and minor parties, but most letters have so far come from the Government side.

January sales up 14 pc

Retail sales by chemists and photographic goods dealers during January were 14 per cent above the same month last year, according to statistics from the Department of Industry. That gives all chemists a new sales index of 187 (1971=100) compared to the average 202 for all traders, whose sales had risen by 13 per cent. Independent pharmacies' sales rose six per cent to a new index of 140, compared to an 11 per cent increase for independent retailers generally to 183. The figures do not include NHS receipts.

Management conference

The Institute of Pharmacy Management International's Conference on the theme, "Pharmacy management in the current economic situation" is to be held at the Royal Hotel, Scarborough, April 17-20.

Papers are to be presented on general practice, hospital, wholesale, industry and the educational sectors of pharmacy, and an international perspective of pharmacy with emphasis on its role in a developing country. Fees (including accommodation and meals) are £50 for members and £55 for non-members. Details from Dr I. F. Jones, conference organiser, school of pharmacy, Bradford University.

Eraldin compensation £1m

ICI have received over 800 compensation claims from those patients who suffered adverse effects of Eraldin. To date, 200 claims have been dealt with involving from £1,000 to £20,000.

A spokesman for the company told C&D that it was difficult to estimate the total payment because of the variation in compensation and claims were still arriving. However, he said it would be at least £1m. The company states that it is not legally liable but wishes to provide sufferers with speedy compensation. Anyone presenting a claim has initial legal and medical fees paid by ICI.

Mr Eric W. Winskill (left), judged salesman of the year by International Chemical Co Ltd, receiving the salesman of the year cup from the previous winner Mr Philip A. Davis (right). In the centre is the director of sales, Mr Stephen T. Boyes. Mr Winskill who lives in Beverley Gardens, Bangor, co Down, has worked for the past 16 years for ICC in Northern Ireland



'Control industry's excessive profits'—NUPE

The pharmaceutical industry should be brought under public ownership in such a way as to enable the NHS to secure pharmaceutical supplies at the true economic cost, according to the National Union of Public Employees.

In its evidence to the Royal Commission on the NHS, NUPE says the supplies should be "free of inflated prices due to exploitation of monopoly situations, patent laws, transfer pricing arrangements and all of the other devices by which the pharmaceutical industry currently makes excessive profits from the NHS".

Since its introduction in 1948, the NHS has consistently lacked finance to meet its objectives, the evidence continues. During the same period, the pharmaceutical industry has increased its size, concentrated its ownership, extended its control, expanded its profits and gained recognition as a "growth sector". "It is a favourable area for high return—low risk investment."

Multi-national dominance

A continuing process of mergers and takeovers has resulted in large national companies growing into multi-national corporations and "it has been estimated that by 1980 the world pharmaceutical industry will be dominated by 40 multi-national corporations which at present control about a third of the market".

NUPE claim that the standard defence of such a situation is that concentration of ownership is necessary to meet the cost of expensive research and development programmes. Their argument against this defence is twofold: Research and development comprises 10 per cent of income whereas advertising and promotion accounts for 20 per cent; there is a weak relationship between the proven therapeutic usefulness of drugs, their sales performance and the cost of research and development.

Research expenditure is often devoted to drugs described as "new", NUPE says, and made the subject of extensive sales campaigns. These drugs add to the profits of industry but make little or no contribution to the therapeutic facilities available to patients. According to NUPE, the World Health Organisation has com-

mented that 200 drugs could do the job of 100,000 drugs on the market at present.

Under the 1949 Patent Act the Government can arrange for another firm to manufacture a product patented by a particular firm "in the interests of the Crown". NUPE says: "It could be argued that it was in the interests of the Crown for the NHS to have access to effective drugs whose prices are not manipulated." It is almost impossible to envisage this provision operating in a privately owned pharmaceutical industry in which every firm has its own particular vested interest of patent protected products.

NUPE also wants a salaried health team working from health centres and the abolition of State health charges and private medicine. Finance should come from direct taxation which is related to the individual circumstances of the taxpayers.

The structure of the NHS should be reorganised to encompass the Regional and Area Health Authorities as one, says the report, but district management committees should be established as operational authorities for the range of NHS services now provided by local authorities.

National DUMP campaign?

Sixteen bottles of cyanide, some in unlabelled or food containers, were among items collected during the recent Oxfordshire unwanted drugs campaign.

Miss Elaine Fullard, health education officer, said the campaign was "very successful" and felt the time was right for a national campaign. The costs could be minimal if the campaign was included as part of daily work, the method used in Oxfordshire.

Other items collected were 3lb of strychnine, 21-year-old eye drops with mould, and 50 bottles of medicines brought in by one person.

Drug jar sold for £520

The English drug jar described and illustrated in last week's C&D, p306, was sold at Sotheby's this week for £520 plus 10 per cent to dealer Robert Allbrook.

Westminster report

Lords reject compulsory licences for drugs patents

In the committee stage of the Patents Bill, the House of Lords voted on March 3 to delete Clause 29, which enables applicants to obtain compulsory licences for patents relating to foods, medicines and surgical or curative devices. Voting was 78-45, a majority against the Government of 33. Clause 29 is equivalent to Section 41 of the Patents Act 1949, the repeal of which has been repeatedly urged by the Association of the British Pharmaceutical Industry.

Moving the rejection of Clause 29, Lord Northfield said that the clause would be an enormous deterrent to research taking place in the UK. He mentioned one particular case in which a large international pharmaceutical company would probably transfer to France research which could run initially to £16m if the clause stays in the Bill. The clause was also contrary to current trends in European practice.

Supporting the motion, the Earl of Halsbury said that Section 41 had no precedent in former Patents Acts; it had been an experiment in 1949 and had not worked. On the rare occasions it had been operated, it had led to a lot of ill-feeling.

However, the Lord Chancellor, Lord Elwyn-Jones, speaking for the Government, expressed the view that the sparsity of applications for licences showed that Section 41 had acted as a restraint on exorbitant prices. He said the Government could not accept deletion of Clause 29 unless agreement could be reached on alternative measures for the protection of the public. Negotiations between the Government and the pharmaceutical industry had reached an important stage and, if successful, the Government would themselves propose the deletion of Clause 29. A voluntary agreement between the industry and the DHSS would be the most desirable result.

Whooping cough vaccine

Dr Gerard Vaughan, opposition spokesman on social services, suggested in the Commons on Tuesday that the Government should consider temporarily suspending the use of whooping cough vaccine while all the questions surrounding it were looked into. Mr David Ennals, Secretary of State, replied that it would be "quite wrong" to do that, but he recognised with concern the effect uncertainty in the minds of parents was having. However, it would not be in the interests of patients to suspend the use of whooping cough vaccine.

During a Commons debate the previous day, Mr Jack Ashley said the claim that the gains from whooping cough vaccine outweighed the risks was based on scandalously inadequate data and Mr Ennals had refused to accept a reasonable request

for compensation and defined parliamentary opinion; he had damaged the whole immunisation which was so vital to the lives of children.

Mr Eric Deakins Under-Secretary, said that the figure of one in 300,000 for brain damage was never intended as a precise estimate. "It was produced to counter unsubstantiated claims that the risk was as high as one in 5,000 or 10,000." Mr Ennals had been advised that the risks associated with vaccination were much less than the risks from the disease.

In a parliamentary answer, Mr Ennals told Mr Ashley that a further estimate of the incidence of vaccine damage was being obtained by means of a national study based on the observation by hospital doctors of children aged over two months and under three years admitted with encephalitis and other specified neurological disorders. The study was based on criteria agreed with the British Paediatric Association and other neurologists.

Replying to Mr David Hunt, Mr Ennals said on Tuesday that he had asked the Joint Committee on Vaccination and Immunisation to prepare for publication a review of the evidence about whooping cough vaccine and to set out in full the basis of its advice.

Liability avoidance Bill

The Avoidance of Liability (England and Wales) Bill was read a second time, without debate, in the House of Commons recently. The Bill imposes further limits on the extent to which civil liability for breach of contract or negligence can be avoided by means of contract terms.

Clause 5 prevents the use of guarantees to exclude or restrict liability for loss or damage caused by defective consumer goods when in consumer use and where the defect results from negligence in manufacture or distribution.

More care with medicines

The Secretary for Social Services was questioned by Mr Kenneth Clarke about his intention to consult with the Pharmaceutical Association on health education measures which might increase the care with which medicines are treated and handled, following the Minister's decision not to ban self-service of analgesics. Mr Roland Moyle, Minister of State, replied that a letter had been written to the chairman of the Health Education Council and that the Council would no doubt consult the Association and other professional bodies concerned.

Expenditure on drugs

Mr Frank Hooley asked the Secretary of State for Social Services if he will publish the expenditure on drugs within the National Health Service in 1966 and 1976 at constant 1976 prices. Mr Roland Moyle said the figures for England were £229m and £332m in the financial years 1965-66 and 1975-76, the latest year for which information is available. These figures cover expenditure on drugs in the hospital services and in the pharmaceutical services. They exclude fees and allowances paid to pharmacists and doctors for dispensing; disregard income from prescription charges

(which were not levied in 1965-66) and take account of the movement in the wholesale prices index for products of manufacturing industries, other than food, drink and tobacco.

Income from prescription charges will be an estimated 4.6 per cent of the gross cost of the pharmaceutical services in 1977-78, Mr John Hannan was told. The estimate for 1976-77 is 5.8 per cent.

Cost of contraceptives

In a written Commons answer, Mr Roland Moyle, Minister of State for Health, said that the total cost of contraceptives provided at clinics in England in 1976-77 is estimated at about £5m. The annual cost of contraceptives prescribed by family practitioners is estimated at about £9m.

Unused drugs

In a Commons reply to Miss Fookes, Mr Roland Moyle, Minister of State for Health, refused to institute a survey into the amounts of unused drugs in private households, since he was not satisfied it would serve any useful purpose. There were, however, a number of local surveys and "return unused drugs" campaigns, and he was aware of the need to educate the public. The DHSS will probably consider the matter with the medical profession and has approached the Health Education Council and the Pharmaceutical Society.

FDA invites testimony on Laetrile status

The US Food and Drug Administration are inviting public testimony on the legal and scientific status of Laetrile, a substance promoted as a cancer "cure".

Laetrile, also known as amygdalin and vitamin 17, occurs naturally in apricot, peach and bitter almonds.

According to the US Department of Health, Education and Welfare early promoters claimed that in response to a trigger substance, Laetrile released cyanide into cancerous cells thus destroying them, but healthy cells did not contain the trigger and were not harmed. Later the promoters said that cancer is caused entirely by a deficiency of "vitamin 17" and that Laetrile is this "vitamin". "Scientists have never found any evidence to support either of these theories", says the HEW.

The testimony, both written and oral, is required on two questions: Is Laetrile generally recognised by experts as a safe and effective anti-cancer drug? and is Laetrile, by virtue of its marketing before the 1962 Food, Drug and Cosmetic Act, exempt from that laws requirement that a drug be shown by scientific evidence to be safe and effective before it can be marketed?

Written testimony should be submitted to the FDA before March 25 and written notice of intent to give oral evidence by April 22.

VAT News No 12 is now being distributed to all VAT registered traders. It includes a list of new Treasury Orders with brief explanations of their effect and a list of leaflets currently available.

How to spot the brand leader.

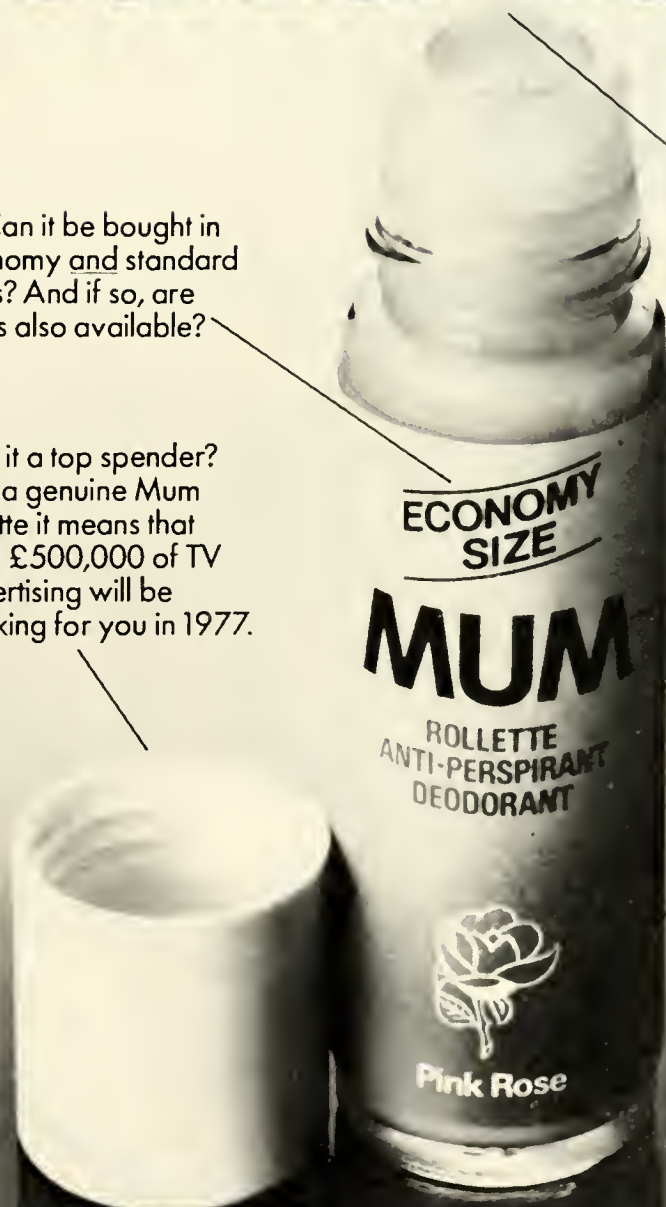
Can it be bought in economy and standard sizes? And if so, are refills also available?

Is it a top spender? If it's a genuine Mum rollette it means that over £500,000 of TV advertising will be working for you in 1977.

Has it rolled over its competitors to become the undisputed unit brand leader? And, is it going to sell over 14 million packs in 1977?

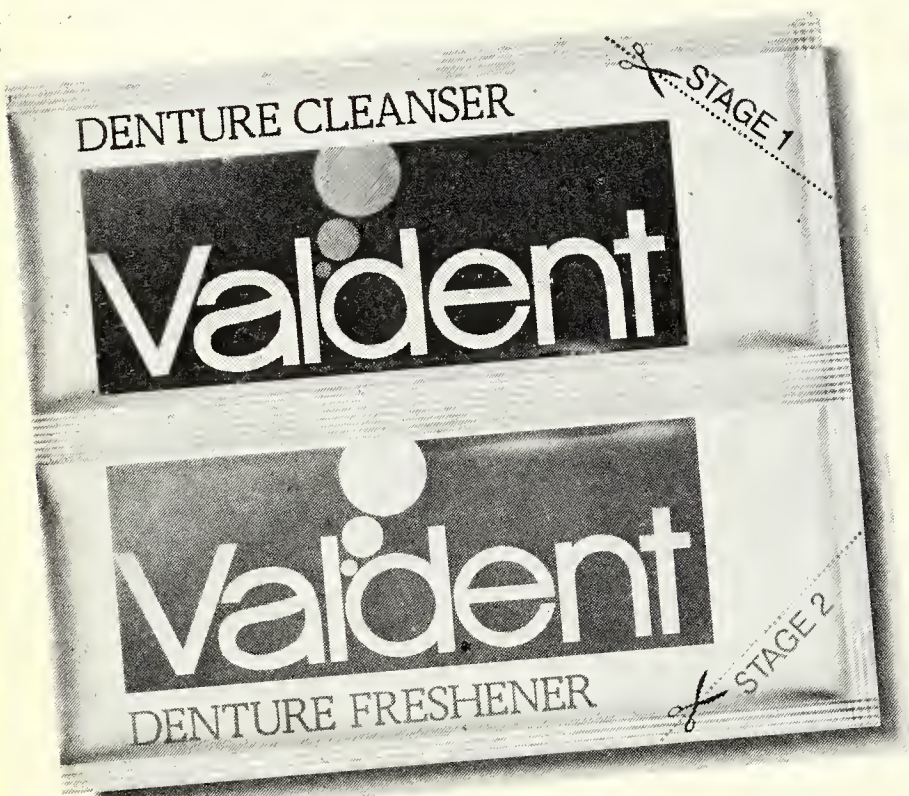
Is it called Mum? This is most important. Because if so it means more women use it than any other anti-perspirant deodorant, aerosol or roll-on!

Does it offer your customers a range of five fragrances?



Mum really works-for you

The Professional.



Introduced after successful dentist trials

Valdent is a new two stage powder treatment for the effective removal of calculus (tartar) and heavy stains from dentures. Added to water, stage 1 provides a low pH steeper and stage 2 provides neutralising and freshening ingredients.

Dentists selected at random from all over the country have assessed the performance of the Valdent System. In their trials it proved to be extremely efficient. It removed even the most tenacious calculus (tartar) and stubborn stains.

Exclusive Chemist Distribution

Valdent is to be distributed exclusively through chemists. The Valdent system can be obtained through your usual wholesaler, or Vestric whose representatives will be supplying further information. Backed by you and the dentist, Valdent is the professional denture cleanser you can confidently recommend to your customers.

Extensive Product Launch

Valdent is now being extensively launched by means of a press campaign to the dental profession and heavy sampling. Every dentist is being offered samples of Valdent which they can use in their own surgeries and give to their patients for home trial, with the news that their local chemist is stocking Valdent. That means a lot of customers will have already used the system, and they'll come to you for more. For very little shelf space you can order enough Valdent to cope with the demand.


ValdentTM

INTRODUCED AFTER SUCCESSFUL DENTIST TRIALS.

Reckitt Denture Care Laboratories, Dansom Lane, Hull HU8 7DS.
Main Distributors: Vestric Limited, Runcorn, Cheshire.

NEW

People

Dr John Vane, FRS, research and development director of Wellcome Foundation Ltd, is to be awarded the degree of Doctor Honoris Causa by the Copernicus Academy of Medicine of the Jagiellonian University in Cracow, described as "the highest scientific prize we have at our disposal". The ceremony will take place on May 26. The award is made, says Professor Tadeusz Popiela, Rector of the Medical Academy, in recognition of Dr Vane's outstanding achievements in the field of pharmacology and to honour his contribution for the benefit of mankind. Dr Vane is known for his research on prostaglandins and for the first elucidation of the mode of action of aspirin. His team at Beckenham recently announced the discovery of a hormone formed within the walls of arteries which prevents the formation of the blood clots that can lead to stroke or heart attack.

Deaths

Allardyce: Recently, at his home in Dundee after a short illness, Mr Edward D. Allardyce, age 75, managing director of Charles Allardyce & Sons Ltd, 145 Overgate, Dundee, dispensing chemists and surgical equipment dealers. He took over the family business at the age of 23 on his father's death and, following steady expansion, opened branches in Perth and Aberdeen. He was actively concerned with the business until his death.

Clarke: On February 26, Major Henry Rimmer Clarke, MPS, of Chepstow, aged 85. Major Clarke qualified in 1915.

Midgley: On March 3, Mr Lewis Midgley, MPS, 28 Val-Princeps Road, Pevensey Bay, Sussex. He qualified in 1929.

Whitelaw: Suddenly, on February 26, Mr Robert Winder Whitelaw, MPS, FSAO, 109 Rockmount Avenue, Thornliebank, Renfrewshire. He qualified in 1931 and was formerly a director of A. G. Bannerman Ltd.

News in brief

□ The prices of spring and elastic band trusses are among revisions to the NHS, Scotland Drug Tariff for March.

□ Chemist contractors in England during November 1976 dispensed 25,519,731 prescriptions (15,745,521 forms) at a total cost of £41,533,992—£1.63 per prescription.

□ The Home Office has issued a correction to the changes in the Poisons Rules (C&D, February 12, p191). Paragraph 3, line 3 should read "and in Rule 24 (2) of and Schedules 1, 3, 6 and 8".

□ For the third year running, Reckitt & Colman pharmaceutical division is sponsoring the Medical Journalists Association's annual awards by contributing prize money to the value of £1,000. Entries should be addressed to Mr Jerry Cowhig, Secretary, MJA, 81 Woodlands Avenue, London E11 3RB to arrive not later than March 31.

Topical reflections

BY XRAYSER

Self-service

The decision to accept the prescribed second thoughts of the Medicines Commission in the matter of conditions of sales of analgesics is not surprising, for medicines in this country have been regarded as articles of commerce for a very long time. In a penetrating analysis of the whole field of "patent" medicines, M. N. G. Dukes stated that the existence of such medicines "is only permissible so long as the public shows itself capable of using these products in a responsible fashion." He went on: "That of itself necessitates that they be regarded in an entirely different light from foodstuffs and cosmetics, as substances demanding particular care and respect." Mr Dukes referred to the fact that the layman had become accustomed to a pattern of living in which most daily necessities of life and most luxuries could be taken from a supermarket shelf or picked up in a department store (*Patent Medicines and Autotherapy in Society*).

The findings are particularly apt at this juncture. The author pointed to the expectation of cure instead of mere relief; the attitude that what could not be achieved by a single dose might be achieved by a double dose; the feeling that if one brand failed to give quick results, another should be tried. He also pointed out that under certain conditions, the advice the public could be expected to receive from a pharmacist regarding the use of a popular remedy might be coloured by commercial considerations. That does little credit to the professional discrimination of the pharmacist and I would like to think that it could be refuted without hesitation.

That refers, of course, only to selling and not to display. But it was disquieting to read pharmaceutical editorial opinion at the week-end. Your own comment stated—correctly, in my opinion—that pharmacists can themselves have a greater impact on public opinion than all the posters and television coverage put together, by simply ensuring that all are seen to practise what they preach in terms of their own premises. Actions, you went on, speak louder than words. Editorial comment in the Society's journal asks how people can be expected to keep medicines in the home out of reach when retailers, "including unhappily, some pharmacists, sell them in the same way as detergents and cosmetics." That it should be possible to read two such expressions of opinion indicates that the case for the pharmacist rests on unsure foundations.

Impulse

To display medicines in such a way as to induce impulse buying is wrong. Since the campaign started, I have studied pharmaceutical practice, and while there are those who are punctilious in their observance of professional standards, there are others. It is not, I feel, enough merely to remove the medicines from self-selection or self-service. There is sufficient stimulus for demand in Press and television without the counter in the pharmacy acting as an *aide mémoire*. The products should not be displayed, particularly in the colourful and attractive stands produced by the manufacturers. But, as you indicate, the most effective instrument for the education of public opinion is the pharmacist himself. (Meantime, a manufacturer of analgesics has employed a professional firm to interview people about their headaches and has ascertained that 40 per cent take a family medicine for the pain.)

Not for the first time, the power of vast financial interests has prevailed. While the fight must go on, the question is not so much one of self-service or safety containers as one of how long unbridled advertising of such drugs can be permitted. If, as the president of the Society, Mr J. P. Bannerman, says, we are prepared to face a cut-back in sales, the problem should be attacked at its roots.

Letters

The shortcomings of Mr Royce's scheme

The paper on the costs of planned pharmacy distribution by Mr Donald Royce, published in C&D last week (p308), has encouraged a number of subscribers to get out their own calculators. Two replies to Mr Royce's scheme are given below and a more detailed analysis by Mr R. Gartside p345.

I applaud the scheme presented by Mr Royce; however, I am concerned on a few points.

First, just what kind of negotiators have we got when the first fundamental aim of the new contract is "to allow the Government to continue to benefit from a subsidised Health Service"? The subsidy should be the other way round, to take the profit motive out of medicine sales and to cover the time we put into "non-sales" and free advice.

The other points are matters of detail, I would like to see the contract relate to the number of pharmacists, to encourage a splitting of the work load in larger pharmacies, ie, more dispensing by pharmacists with fewer technicians (how else can we be critical of doctor "supervised" technician dispensing?). I suggest this could be done on the same closed area basis, dividing the population by the number of pharmacists, and paying two or more shares to establishments with two or more pharmacists; this might encourage retirement mergers or consortia of neighbouring, mutually-unprofitable pharmacies, and could also lead to seniority enhancement for pharmacists attending refresher courses etc. Alternatively, add to Mr Royce's scheme a straightforward grant to those pharmacies exceeding a certain NHS workload for a second pharmacist (and/or pre-registration student).

An end to discounting

The discounting scheme must end—and the sooner the better, regardless of new contracts. Payment should be fixed by the Government on the basis of prices available from NAPD wholesalers; all items should be distributed through wholesalers to reduce stock investment and improve speed of service. There must no longer be a penalty for dispensing Synalar and Naprosyn where the national average uses Betnovate and Indocid. It is up to the Government to get the prices down, not just to squeeze the small change out of contractors who are unable to obtain the discounts or, at best only by massive overstocking with the inherent risks—introduction of generic equivalents or treatment being superseded by a new drug, to say nothing of stock going out of date.

We do, of course, have a dead stock allowance to cover these points, but I would like to see an extension of Mr Royce's idea of the NHS buying up re-

tiring pharmacies in the form of a "one off" stock investment grant for existing pharmacies (and new ones as they opened). It could be done, now, in the form of a 200 per cent advance (about eight weeks stock) so that we could pay our wholesalers up to date and get our bank managers off our backs. Our investment would be reduced and thus show a better percentage return, and with the part-salaried situation we could afford to be more critical of prescriptions and those who write them, without having to look over our shoulders because of lost or "directed-away" business.

Yes, Mr Royce, we want a professional salary for doing a professional job, we don't want to subsidise the NHS by providing free casual labour or selling junk to make a living. We want our new contract to reflect that as its first fundamental aim.

A. O. Bond

Glastonbury, Somerset

Low NIC contractor hit?

I read Mr Royce's submission to the PSNC with interest but am not sure how he intends to apply the "establishment cost" percentage. In his scheme is this percentage calculated from the net ingredient cost (NIC) per individual pharmacy or is it based on the national prescription average as in his example? Either way has drawbacks.

For instance, a pharmacy like mine with a low prescription NIC average of about 30p below the national average in June 1975 would, for a total of 30,000 prescriptions a year, using Mr Royce's method, receive 29.59 per cent of £9,000 or £2,664 less than the "average" pharmacy. And, on the other hand, a pharmacy with a NIC 30p above the national average would gross £2,664 more, or if you like, £5,328 more than me for doing the same amount of work!

Then again, should his figures be based upon a percentage of the national average prescription NIC, pharmacies dispensing the same number of prescriptions would receive the same remuneration, which is hard on those with a high NIC as it provides no extra money to fund the higher cost stock levels required.

The value of a dispensing fee is that it does not assume that low-cost prescriptions take less time, effort or supervision or are dispensed in cheaper premises than high-cost ones. A percentage scheme can assume this. Even our present scheme involving discounted on-cost still means that for the privilege of carrying, perhaps, £1,000 less stock than the average pharmacy, on 30,000 prescriptions I would have received about £800 less in 1975.

It would seem to me that a more equitable method of payment would be one with either a dispensing fee or an establishment cost factor related to the cost-of-living index, rather than such a variable as the NIC, together with a percentage of the pharmacy NIC to finance stock. Better still would be to tailor payments to fit each individual pharmacy.

Perhaps I am unfairly using Mr Royce's paper to grind my axe, but the low NIC pharmacy trails enough without increasing the differential. I cannot believe I have the lowest NIC in the country, although my NIC average is 80p for June 1976.

Presumably the NIC prescription average by pharmacy follows a normal distribution pattern which means that, when things are based on averages, about 40 per cent of us are being underpaid!

Clive Goalen
Salford

Books

Bentley's Textbook of Pharmaceutics 8th edition

Dr E. A. Rawlins (editor). *Baillière Tindall* (35 Red Lion Square, London WC1). 7½ × 10½ in. Pp 704. £12.50.

The new edition of this standard reference work has been completely revised since the last edition which was published in 1971. Part 1 deals with fundamental physico-chemical principles; part 2 is concerned with basic operations, and part 3, on pharmaceutical practice, has been rewritten in line with current practice. The expanding range of radio-pharmaceuticals is discussed in part 4 and an up-to-date account of disinfection, sterilisation and contamination control is provided in the fifth section. Packaging—including the materials used—is the subject of the last section. Bioavailability, sustained-action preparations, flavours, colours and preservatives are also covered.

Evaluations of Drug Interactions

American Pharmaceutical Association, (2215 Constitution Avenue, Washington DC 20037, USA). 9 × 6 in. Pp xliii + 520. \$12.50.

Several thousand potential drug interactions are evaluated and discussed in this publication, which is the second edition of the book prepared by the American Pharmaceutical Association's drug interactions evaluation programme; the latter is a group of 200 experts working on multidisciplinary panels to develop the evaluations which are embodied in the book's 144 monographs. Some 29 new monographs are included in this edition and the expanded index is designed to afford quick access to information on specific interactions.

Introduction to Pharmaceutical Dosage Forms

Howard C. Ansel, PhD. *Henry Kimpton Publishers*, 7 Leighton Place, Leighton Road, London NW5 2QL. 10½ in × 7½ in. Pp 415. £14.65.

The second edition represents a major revision of the first in both content and organisation, according to the author. Its purpose is to introduce concepts of dosage form design, manufacture and utilisation to the new pharmacy student.

Chapters are arranged by routes of administration, enabling the student to relate basic information to use in practice and to provide a background of dosage form alternatives. Whilst the information is comprehensive, the American terminology, legislation and standards could easily confuse the new British student with little knowledge of our equivalents.

COLOURFUL ADS FOR COLOURFUL PRODUCTS MEAN COLOURFUL PROFITS FOR YOU

Look out for the Cavaliers of Colour!

The Dylan Cavaliers of Colour will be round to see you soon – armed with the unbeatable Dylan range.

LOOK AT OUR ADVERTISING!

Massive new campaign will reach over 70% of all women. Ads in TV Times, Womans Weekly, Woman & Home, Family Circle, Living, Good Housekeeping and Womancraft will have a cumulative readership of 25 million! All backed by big-impact point-of-sale material and giveaway leaflets.

LOOK AT OUR RANGE!



Wash 'n Dye – specially formulated for washing machines. The modern easy way to clean and colour fabrics.

Multi-Purpose Dyes Powder and Liquid – instant-colour success for quick and easy dyeing.

Cold Dyes – completely fast, strong colour for natural fabrics.

LOOK AT YOUR PROFITS!

Dylon – the brand leader in the home fabric colouring market—is spending more than ever before in this Spring Campaign.

So you'll be making more profits

from leaping Dylan sales. Check your stocks NOW and keep a look out for the Dylan Cavaliers of Colour!

GO ON-STOCK UP WITH DYLAN NOW

FOR INSTANT ORDERS CONTACT: SALES ORDER DEPT. TEL: 01-650 4801



THE INTER-DENS TOOTHBRUSH WILL REACH ALL THE RIGHT PLACES



Dentists are now being told in their professional press of this new Inter-dens development designed with them in mind.

Over 2.75 million major purchasing housewives will see the launch of this quality toothbrush advertised in **Good Housekeeping, She, Cosmopolitan, Family Circle, Living** and **Ideal Home**.

The popularity and effectiveness of Inter-dens Gum Massage Sticks are well known. So now with the advice of members of the dental profession comes the newly designed Inter-dens Toothbrush angled to match dental instrumentation.

The compact head with resilient round ended filaments gives the proper cleaning action, reaching all the back and inner tooth surfaces. The balanced handle gives a firm grip to allow thorough cleaning whilst stimulating the gums.

You can recommend the Inter-dens Toothbrush with confidence. Available from your usual wholesalers, or see your Nicholas salesman and ask him for the promotional display material and leaflets. See how Inter-dens sales will bring a smile to your face.

INTER-DENS

for people who really care for their teeth

Nicholas

Inter-dens products for oral hygiene.
Nicholas Laboratories Ltd.,
225 Bath Road, Slough, SL1 4AU.

'Inter-dens' is a trade mark.

1163

Trade News

Body Mist roll-on arrives

The introduction of a roll-on (50ml, £0.45) is the second phase in the Body Mist relaunch. The antiperspirant, deodorant, roll-on is available in the same fresher and lighter fragrances now used for the recently relaunched aerosol—wild rose, dawn whisper, dawn fresh and breakaway. One of the most striking features is the new packaging, in brown plastic, which has moved right away from the traditional cylindrical shapes. The roll-ball has a 1in diameter (see illustration at right).

Beecham Proprietaries, Beecham House, Great West Road, Brentford, are to spend at least £450,000 on a television campaign starting in April and there will be £435,000 of "below-the-line" support for the entire relaunch.

O'Donnell window display

John O'Donnell, fine beauty accessories, Box 33, Chelmsford, CM1 5NH, are running a spring window display competition. The display of John O'Donnell and/or Vagabond holdalls and purses must last for 14 days, at any time from now until April 30. Winners will be judged for the most entertaining description of the window theme, the most successful from business increase point of view and the largest single sale to one customer (£ value); they will receive a credit note for the net cost of all the O'Donnell items sold during the display period. The company have also introduced a Silver Jubilee range of leisure/toilet holdalls and are offering a service to their customers in the form of artwork showing typical ranges available from the dealer, who then adds his own name and address and uses for local newspaper advertising.

Quant on the wild side

Mary Quant Cosmetics Ltd, from Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU, predict that spring fashion colours for cosmetics will be strong, clear and clean and perhaps "a little on the wild side". The latest empha-

sis they say is definitely on lips and nails and so they have introduced four new matching shades of lipsticks and nail polishes. The lipsticks (£0.90) are May day, flareup soft smoulder and hot head and the matching nail varnishes (£0.60) are daisy May, bright spark, heart throb and dizzy lizzy. The colours are described, respectively, as a deep warm pink, a brilliant vermillion red, a strong and "ever-so-slightly shocking" pink and hot, just-burnt, orange.

The company is offering small sizes of the skin care range at "special small prices". Come Clean, Wash Away, Lift Off, Get Fresh and Perk Up will all be available for sale in April at £0.35 each.

Large size NPA bags

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU, are introducing a new, large counter bag into the National Pharmaceutical Association range of bags. To be known as the CB8, it will primarily cater for sanitary towel packs and measures 8½in x 12in x 16in (500, £4.54). A special discount on orders of 15,000 and over is being offered to retailers until May 6 on all NPA and Numark counter bags, including the CB8.

Because of the increased demand for NPA products at Macarthy's Dartford depot, Martindales, Imberhorne Way, East Grinstead, Sussex, will be handling the distribution of these goods, in future, for the East Sussex area.

Lilia purse plus offer

Lilia no 2, the looped towel from Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ, has a consumer offer running until April 15, where all packs are flashed "Purse full of value offer". Two Lilia pack fronts and 40p obtain a simulated leather purse and a booklet of 10 coupons (total value £20.70) which may be used for part redemption against a variety of services and articles, like meals at Berni Inns and kitchen equipment.

Fresh & Dry and cheap

The purse-tightening stringencies of the British economy in 1977 have made Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks, decide to cut the price of their Fresh & Dry antiperspirant range. The retail price is now £0.22 for the 28cc roll-on, £0.39 for the 190g aerosol, and £0.49 for the 250g aerosol. The company says that these new prices are lower than the selling price of the product seven years ago.



Seminar on lens solutions

Burton Parson Chemicals (UK) Ltd, Unit 4, Rich Industrial Estate, Crimscoot Street, London SE1, are holding a seminar on contact lens solutions at Bradford University department of ophthalmic optics, March 25, at 7.30 pm. Tickets are available from the above address. The company is stepping up its approach to chemist outlets following the recent installation of a new plant in Munich, built to cope with increasing demand for the solutions in Europe.

Scooper discount

The recently introduced Scooper bowl and and plate from the Tommee Tippee range by Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland are being offered with a consumer discount—for two months both Scoopers will retail at £0.59 instead of £0.69.

Tommee Tippee have also introduced a new baby holdall designed, say the company, to hold everything but the baby bath. It is made from washable, colour-fast cotton fabric and measures 19in by 10in by 7 in, with deep elasticated pockets inside to hold all accessories.

Orlane's six carats

Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1V 6QX, have introduced six new colours for eyes, lips and nails—the "6 carats". Two shades have been added to the solo range of powder eye-shadows (£2.75)—blue carat and turquoise carat—and there are two new shades of matching lipsticks (£1.85) and nail enamels (£1.75), red carat and beige carat. Available for sale in mid-March.

Babysoft tissue holder

An on-pack offer from Babysoft tissues, Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, comprises a tissue holder, hand-finished in antique silver with a green baize base, costing £1.37 (plus £0.36 postage). The company says that this tissue holder, designed in a relief floral pattern to complement the Babysoft pack "provides added distinction to the home".



Guards Silver Jubilee range of purses, clutch bags, holdalls and briefcase from John O'Donnell, prices from £1.54 to £5.52, colours are a patriotic red, white and blue

Continued on p330

Trade News

Continued from p329

Beecham anticipate spring

Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9DB, have released details of planned support for their products which sell particularly well in spring and summer. To help pharmacists to get "early, adequate and enticing" stocks All Fresh is now available on special terms which include this year's special cartons (10 sachets price-marked at 25p) which come with built-in display to reinforce the television advertising support scheduled for the summer. "There is no sense," comments brand marketing manager David Roberts, "in losing sales yet again by failing to stock and re-order in good time."

Another product which is expected to sell well in the next few months is Dicalm. It has now assumed the role of a year-round household remedy, but will be advertised from May onwards in leading newspapers and travel brochures, preceded by a trade discount. Currently on promotion to chemists is Germolene medicated footspray; the 25 per cent extra spray packs are expected by the company to have a stronger appeal than ever, besides giving added value to displays. An advertising campaign is planned from June to September.

Finally Beecham have advanced to C&D the view that Jubilee celebrations are likely to increase social eating and drinking tendencies—and they will be reminding people that Enos can help alleviate the problems of over-indulgence and also provide a refreshing drink, in a newspaper advertising campaign from spring to summer's end.

Givenchy spring offer

Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton on Thames, Surrey, are running a special offer of a loz atomiser of Givenchy III eau de toilette for £2.25. A counter display has been devised to hold 24 packs, and is in dark brown laminated

board lettered in white. Similar presentations are being offered in the Le De Givenchy and L'Interdit fragrances.

New look Fly-tox Loft-guard

Loft-guard the Fly-tox woodworm beetle killer from Airwick has been repacked. The new house shaped carton with its illustration of roof timbers, is intended to invite inquiry and purchase, says the company. The pack (£4.49) contains three woodworm killing units.

Fly-tox Loft-guard is sold and distributed by Jeyes UK Ltd, Brunel Way, Thetford, Norfolk on behalf of Airwick (UK) Ltd whose new address is Manchester Old Road, Rhodes, Middleton, Manchester.

Grecian refund

Lady Grecian and Grecian 2000 from Combe International Ltd, AMP House, Dingwall Road, Croydon, Surrey, will be offering a 50p refund voucher to purchasers who send in a panel from a Grecian pack, plus a receipt. A merchandising team will be visiting pharmacies over the next few weeks, placing vouchers and point of sale material.

Sales force merger

Warner-Lambert have merged their Richard Hudnut Ltd chemist division sales force with their Hall Brothers (Whitefield) Ltd confectionery sales force. The new sales division will be known as Halls-Hudnut, Chestnut Avenue, Eastleigh, Hants SO5 32Q. The merger will not affect the range of products sold to the chemist.

Jackel offers

Proteinail from Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, is being offered for £0.52 instead of £0.65 and £0.79 instead of £0.98, in specially flashed packs for a limited period. Twelve bottles of Beauty Shave will be invoiced as 10 while stocks last.

Max Factor's spring savers

Spring money savers from Max Factor Ltd, 16 Old Bond Street, London W1X 3AH, include Lip Potions—frosted for £0.55 and flavoured for £0.50—20p off Sheer Genius complete moisturising make-up, and 10p off cake mascara.

Radox chase women

Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU, will be advertising Radox products in women's magazines from April 16 for nine weeks "chasing women" to attract attention to both Radox salts and Liquid Radox.

Tube size change

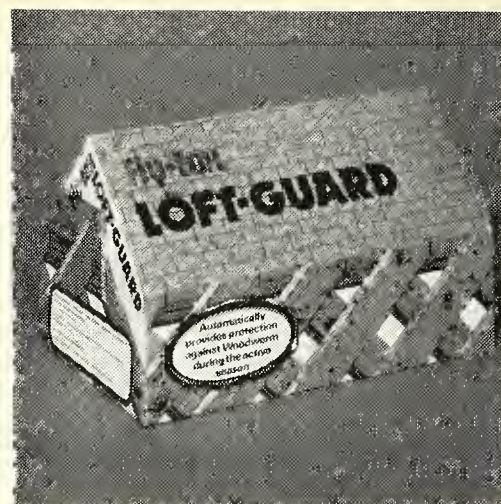
When supplies of the 42.5g tubes are exhausted, Panoxyl 5 and 10 acne gel will be supplied in 40g tubes by Stiefel Laboratories (UK) Ltd, 10 Wellcroft Road, Slough SL1 4AQ.

Philips change of address

The electrical appliances division of Philips Electrical Ltd is now at City House, 420 London Road, Croydon. Telephone 01-689 2166.

In Step's promotional policy

Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants, manufacturers of In Step footspray have made a substantial change in their promotional policy.



For the 1977 season a major part of the media advertising expenditure has been shifted into more "aggressive" promotional activity below-the-line. However the product will continue to receive coverage in women's magazines and the national Press; the communication opportunities offered by the Press medium are now felt to outweigh the apparent benefits of using television, say the company.

Charles of the Ritz kits

A television commercial will be running in the Midlands during the first fortnight in April for Charles of the Ritz Ltd, Brook House, 115 Park Lane, London W1Y 4EU, featuring a treatment kit containing four preparations, valued at £12 but offered for £5, without the necessity of the consumer having to buy another product. The Charles of the Ritz copy line is "Beauty is not a matter of chance".

William Freeman orders

William Freeman & Co Ltd, Suba-Seal Works, Staincross, Barnsley, South Yorkshire, will now accept orders telephoned direct to the factory, day and night. The company has allocated a telephone line permanently to this sales aid, customers should dial 0226 84085 and dictate their order. The facility operates on a 24-hour, seven day week basis.

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas

Aspro Clear: All areas

Bic razors: All except U, E, CI

Brobhat Bloo: All except E

Build Up: All except U, E

Clearasil: All except E, M

Crest: M, So

Elseve balsam: All areas

Matey: All except E

Milgard: M

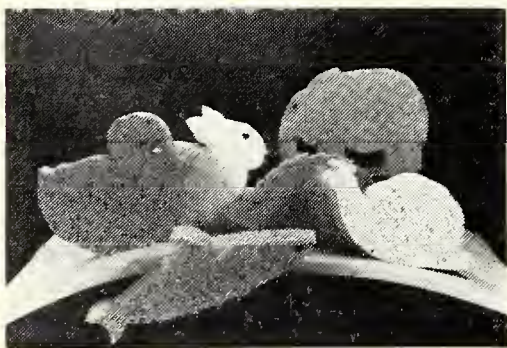
Milton crystals: U

Stronghold: All except E

Sudocrem: Lc

Vichy: Ln

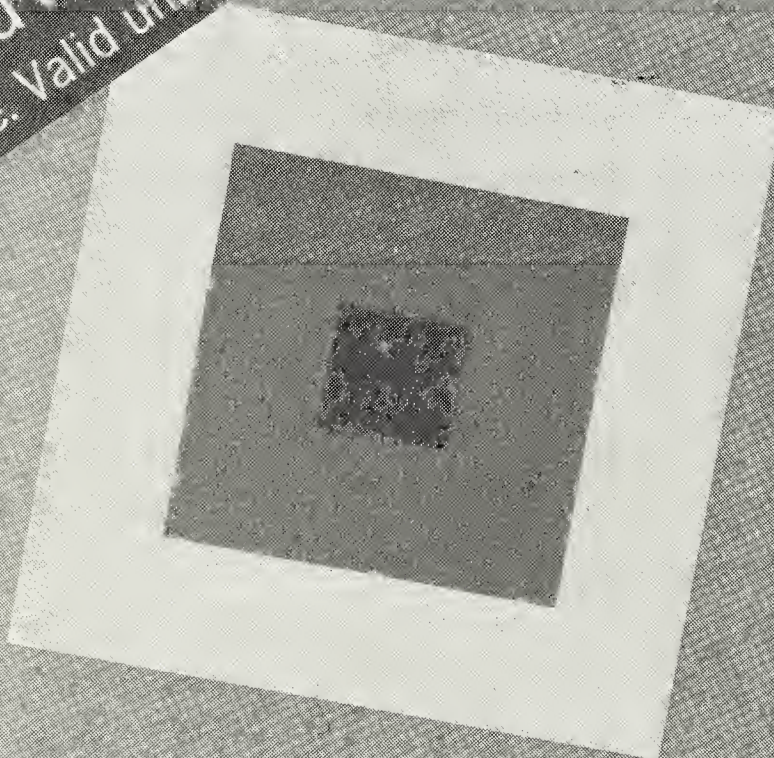
Fun sponges (£0.45) are the latest introduction from Meyer & Myer Marketing Ltd, 110 Weston Street, London SE1 3QB. There are six shapes available in assorted colours, each sponge being in its own polythene bag



**POLAROID ANNOUNCES
THE BIGGEST PROMOTION EVER
IN INSTANT PHOTOGRAPHY...**

Save
50p.

on your next
Polaroid film purchase.
Details Inside. Valid until January 1st 1978.



POLAROID POLACOLOR 2
LAND FILM TYPE 88 / EIGHT $3\frac{1}{4} \times 3\frac{3}{8}$ INCH PRINTS

50p OFF

From now on, this year, we're offering your customers a 50p saving on Polaroid instant film.

Naturally, those who already have a Polaroid instant picture camera will be loading up with more film than ever.

But that's just the half of it.

For, the lower the price of the film, the higher the attraction of buying a new Polaroid camera.

It's the biggest promotion we've ever put behind Polaroid instant photography.

And to back it, there'll be big, bold advertising in the Mirror, Sun, Express, Mail and TV Times. With really high coverage, starting just before the Easter weekend.

It'll be strongly featured in Polaroid's summer television advertising.

And there'll also be plenty of display material. Plus the chance to run your ads in your local paper.

How it works for your customer

Inside every pack of Type 88 Polacolor 2 film bearing the special flash, customers will find a coupon worth 50p. You allow it against their next purchase of any Polaroid instant film. Chances are, of course, they'll buy another Type 88, containing another coupon: and you'll

find one bit of extra business leading to another.

There's no limit to the number of coupons they can take advantage of; and those in circulation initially are valid right up until January 1st 1978.

How it works for you

You'll get extra sales. And then a lot more extra sales. Soon the coupons mount up. Then, you simply send them to us at the address shown on the coupon.

We refund you their face value plus ½p per coupon handling costs and postage.

For the biggest promotion we've ever given you, it couldn't be simpler.

Offer applicable to consumers purchasing film in, and residing in the UK and the Republic of Ireland only. Media schedule subject to change without notice.



POLAROID

INSTANT PHOTOGRAPHY.

New products

Hair care

Braun round styler

Braun UK have introduced a round styler to their range of hair styling products. The company says that the RS60 features a powerful 550 watt dryer with two heat settings, two attachments that push on to the dryer transforming it into a styler, a round bristle brush that curls and shapes into today's styles, and a styling comb for untangling, lifting and smoothing the hair. The Braun round styler RS60 (£17.95) will be backed by a television advertising campaign during the spring launch (Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex).

Cosmetics and toiletries

Max Factor eye make-up remover

Quick action eye make-up remover from Max Factor Ltd is described as a non-oily liquid that gently floats off eye make-up and leaves the lids clean and oil-free. The company says that the product (£0.65), which has a cucumber fragrance, helps to cool down tired eyes and it is described as a boon for the contact lens wearer, ideal for all skin types and capable of cleaning off all types of eye shadow. Available for sale from May (Max Factor Ltd, 16 Old Bond Street, London W1X 3AH).

Yardley Easy Bronze

A face make-up gel called Easy Bronze has been introduced by Yardley of London Ltd. It leaves a smooth, transparent colour film on the face which the company says gives a natural suntanned look without staining the skin. Easy Bronze (£0.95) comes in three shades, sun-

gold, suncopper and sunbronze and to protect the skin against the harsh rays of the sun the product contains both a moisturiser and a sun-screen. Available for delivery from May 2.

The company has also introduced a new fragrance range called Je Suis. It is aimed, it says, at the 18-25 year olds who, even in these austere times, are big spenders on perfumery. The launch and follow-up will be backed by a national television campaign supported by point of sale merchandisers. Marketing manager, David Greenaway, described Je Suis (2oz spray £3.95) as "a very singular fragrance. It's a quality fragrance for a special girl" (Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP).

Home brewing

Geordie kits

Sixteen-pint liquid concentrates for bitter and lager have been added to the Geordie range of home brew materials. These first step kits (£0.79) have been introduced in response to a wide consumer demand (Viking Brews Ltd, 28 Clive Street, North Shields, Tyne and Wear NE29 6LD).

Sundries

Large capacity Sodasyphon

A large capacity "straight sided" Soda syphon in seamless anodised aluminium has been introduced to the UK market by Kellver Designs. It is called the Hera, and is part of the Lehel Hungarian-made

range of syphons for which the company are sole UK distributors; it has a capacity of 2 litres and is available in a choice of six colours and two surface finishes—polished and granular (Kellver Designs Ltd, 71 Eccleston Square, London SW1V

Equipment

Bench top filling module

A new air-operated filling module, the Filamatic Mini-filler, has been announced recently by the National Instrument Co Inc, 4119 Fordleigh Road, Baltimore, Maryland 21215, USA. The Mini-filler is designed to dispense preset volumes of any liquid or semi-liquid product, with or without particulate matter, ranging from 1.0cc to 250cc per cycle, at speeds up to 60 per minute per nozzle. A preset volume of product is discharged from the nozzle, each time a mechanical, electrical, photo-electric or air-operated switch is actuated. Two or more Mini-fillers can be operated simultaneously for increased production.

There is a positive displacement piston pump equipped with ball checks or spool valves, combined with an air-operated cylinder. Finger-tip controls adjust the aspirating speed, the discharge speed and the volume of product dispensed per cycle. Six models are available to provide a filling range from 1cc to 260cc, equipped with a mounting plate for installation on bench top or over a conveyor bed.

Violent threats to retail staff increasing

As retailers become more security successful thieves are increasingly using violence to effect their crimes. Staff are often threatened on their way to and from work to turn a blind eye to shoplifting.

These disturbing facts emerged at a conference, last week, on "Prevention of theft and staff malpractice in the retail trade". The main problem with staff threats, said Inspector Joyce Crooks, Crime Prevention Section, Scotland Yard, is to encourage staff to inform management. Often staff were not trained in dealing with these problems and were too frightened to tell their employers. It was not uncommon for employers to laugh it off when they were told, Inspector Crooks said.

Mr K. Bath, marketing manager, retail security services, Group 4 Security Ltd, said that employers must take staff into their confidence to deal with shop thieves; "you will not win without doing so", he said. Most staff were honest and were the first line of defence, Mr Bath continued. Ten per cent of people were wholly honest, 80 per cent as honest as temptation allows and 10 per cent dishonest. Therefore 90 per cent of staff could be on management's side if trained and treated properly, he said.

However, staff had much more opportunity for dishonesty and they knew the security weaknesses, Mr Bath said. For every £1 stolen by customers, £2 was stolen by staff.

How many stores protected their cash but not their stockrooms? Mr Bath asked. The employer must look at his security system and find ways to beat it. If he could, so could others. Employers

should not be complacent—they should ask staff to explain the security system to check that it was fully understood. Staff must be kept up to date at all times.

Management skills should be applied to security as much as anywhere else. Hard facts must be available to management, Mr Bath said. If an employer has to pay his own prosecution costs, this may deter him from prosecuting a thief when caught. But often the shame of a prosecution would prevent other attempts at theft. Publicity given to prosecutions would also warn others of their fate if they were caught in that particular store.

Two films were shown during the conference. One, "Hot Cards", illustrated credit card frauds; its message was the need to be alert and check at all stages of credit card transactions. Do not leave wrapped goods within customers' reach while checking the card—the goods may be removed. Other aspects of the film could be regarded as education for a would-be thief but the presenter Mr R. H. Ashley, Fraud Investigation Department, Joint Credit Card Company Ltd, is willing to show it to suitable audiences on request.

The other film "The Great Store Robbery" is available for hire from Guild Sound and Vision, Woodston House, Oundel Road, Peterborough PE2 9TZ. It deals with shoplifting techniques and warns employers to be rigorous on staff mistakes with cash. The film points out that if staff get away with a mistake they may do it deliberately in future. In training, staff must be made aware that management knows all the "tricks".



DENIM

The sweet smell of success

*While others faltered last year,
Denim roared to success.

*In '77 Denim sales will be even bigger.

*Great new campaign, great new commercial,
over £700,000 spend starts next week.

*Get stocks now and don't be caught out!

With Denim-you don't have to try too hard.



Colgate

INTRODUCE

HOYT



The world leaders
of fluoride preparations in
preventive dentistry
and dental health care.

HOYT Laboratories

Hoyt Laboratories Division of Colgate-Palmolive Ltd. is a world leader in pioneering fluoride therapy. Hoyt is introducing to the United Kingdom a comprehensive range of fluoride products that are thoroughly researched and strongly supported by published clinical evidence.

Product range

LURIDE

systemic fluoride supplements are as effective in preventing dental decay as fluoridated water when used on a continuous and consistent basis. The following products are recommended for children up to the age of 12 who live in a non-fluoridated area.

LURIDE

Oral Paediatric Drops / Age 0-3 / 0.5 mg (5 drops) Daily

LURIDE

0.5 mg Fluoride Tablets / Age 2-4 / 0.5 mg (1 tablet) Daily

LURIDE

1.0 mg Fluoride Tablets / Age 4-12 / 1.0 mg (1 tablet) Daily

If the child lives in a partially fluoridated area you adjust the dosage accordingly.

FLUORIDE

rinses are a new concept in this country in preventing dental decay. As a caries preventive measure rinses are the most effective way to reach the greatest number of people efficiently and economically.

FACT

Regular use of a fluoride rinse from the age of 6 into adult life can:

1. Prevent dental decay up to 50%
- 2 Reduce hypersensitivity
- 3 Be used successfully in a fluoridated area

Clinical trials suggest that the more frequently a rinse is used the greater the preventive effect.

The right product for every occasion is available when using:—

FLUORIGARD 0.05% Neutral Sodium Fluoride
Age 6-Adult / 5-10 ml Daily Swish and expectorate.

PHOS-FLUR 0.05% Acidulated Phosphate Fluoride
Age 6-Adult / 5 ml Daily Swish and expectorate.

POINT-TWO 0.2% Neutral Sodium Fluoride
Age 6-Adult / 10 ml Weekly Swish and expectorate.

For further information contact your wholesaler or **Hoyt Laboratories Division, Colgate-Palmolive Ltd**,
76 Oxford St, London W1A 1EN. Telephone: 01-323 0856/01-580 2030.
If you would like a copy of this display material free of charge call or write to us.

A new improved Sure roll-on, for a new improved roll-on market.

Sure roll-on sales were up 22% in 1976.* Mum's grew by only 15%.

So Sure, the second biggest selling roll-on, already outpaces Mum.

And now Sure is even further ahead with:

- A bigger more efficient applicator;
- A new formulation which makes it the fastest drying roll-on available.

This year the new roll-on will be on TV. Part of the huge £1,500,000 that we'll be spending on Sure.

Follow your leader in the deodorant market. Stock up on Sure.

NEW, MORE EFFICIENT APPLICATOR.

It's bigger. It delivers more anti-perspirant effectiveness to the skin. More easily. More quickly.

NEW QUICKEST DRYING FORMULA.

Sure is less wet, less sticky than any other roll-on. So it dries quicker on the skin than any other roll-on.



*AGB Toiletries and Cosmetics Purchasing Index — Jan/Sept 1975/76 (volume).

Sure won't let you down.

US retailers learn to live with the 'consumerists'

How two United States retailing chains have met the challenge of the "consumerist lobby"—by making its exponents part of their decision-making process—was explained to a conference in London last week. And in one case at least, an effect has been to involve the chain in drug testing and direct advertising to the public on the advantages of generics over branded pharmaceuticals.

The conference, entitled "Consumer affairs—threat or opportunity?", was attended by senior management from industry and major British multiple retailers. But the case histories presented from the two sides of the Atlantic showed that the British concession to the consumer movement falls a long way short of that of the American at present.

Mrs Esther Peterson has, since 1970, been the vice-president of consumer programs and consumer adviser to the president of Giant Food Inc, a Washington-based supermarket chain. She has her own professional staff in the company and under her direction the company has instituted unit-pricing and open-dating, developed a toy safety programme, introduced nutrition labelling and developed a comprehensive labelling programme for over-the-counter medicines and cosmetics. Her credentials for this post have included being special assistant to President Lyndon B. Johnson for consumer affairs and chairmanship of his committee on consumer interests.

Consumer's ambassador

Mrs Peterson said that the president of Giant Food had had "the vision to perceive a changing world and the courage to fly in the face of conventional wisdom at that time." He had understood that the interests of both consumers and business lay in a dialogue and a joint approach to mutual problems. In accepting the job with Giant, Mrs Peterson had insisted on being "the consumer's ambassador to the company's top management—not a public relations spokesperson for the company to the consumer . . . I had to participate in decision making at the highest levels. I asked for a corporate commitment to try to implement the ideas for consumer reform that had been fashioned during my government service. Somewhat to my surprise, my terms were accepted."

Although at first concerned that Mrs Peterson would prevent the company selling anything at all, the other vice-presidents came to understand that consumerism was a "constructive force" and a programme was devised, starting with a "Consumers' Bill of Rights" which was adopted by the company and published as a full-page advertisement in local newspapers. Committees were formed to assist, their members drawn from acad-

emia, government, professional societies, consumer organisations, suppliers and company officers.

One of the consumer "rights" was the right to safety, and to ensure that the company would "deliver" on that commitment, a quality assurance and sanitation department was set up. This develops product specifications, maintains surveillance over food products in its own microbiological and food chemistry laboratories—and tests generic drugs to ensure batch-to-batch consistency in quality.

Radio spot on generics

Another consumer "right" is the right to be informed—through labelling and advertising, for example, and Mrs Peterson gave examples of "consumer-orientated radio spots". One was concerned with generic drugs and explained the difference between the names Hydrodiuril and hydrochlorothiazide, stating generics were usually about half the price of the branded product. It ended: "If you have any doubts, call your Giant pharmacist". According to Mrs Peterson's printed text, in advertisements and a consumer booklet, Giant encourages consumers to ask their physicians if their prescription can be filled generically—"because we stand behind the generic drugs we sell". Mrs Peterson added that this approach had "certainly not hurt our business".

In another "chemist" area, there was a desire that manufacturers should agree not to use the "flavours of things that can be eaten in things that ought not to be eaten". Examples included strawberry-flavoured shampoos and fruit-scented cleaning products. However, it was recognised that some people's desire to remove hazardous products from the shelves must be balanced against the desire of other people to buy them.

Finally, Mrs Peterson warned companies that a "cosmetic" consumer programme would fool no-one. "The consumer department should be charged with working to change the marketplace for the good of consumers, not merely 'educating' them on how to cope with the marketplace as it is. The department must be given the power to change things that can be changed, the right to explain honestly what can't be changed, and the background to know the difference."

A similar in-company operation was described by Mrs Satenig S. St Marie, divisional vice-president and director of consumer affairs at J. C. Penney Co Inc, a 2,000-store chain (which includes drug stores) with outlets in the USA, Belgium and Italy, plus catalogue operations. Part of their feed-back system for consumers, now being set up, will involve informal 90-minute discussions between an individual store manager and a small group of

consumers. "The dialogue is held in the store conference room. Our department helps the manager find representative consumers, but the manager actually extends the invitation and conducts the dialogue . . . This gives us early warning on emerging consumer issues and an indication of the climate of the consumer mood in Penney communities which we can compare with the input from other studies. In addition, we feel that we are building credibility for the sincerity of the Penney company in wanting to listen to the consumer."

In-store, the company is piloting the concept of a "consumer information centre"—but is finding it expensive to staff all the hours the store is open. It has also taken onto the staff a "resident consumer advocate", nationally known, whose function is to "sensitise" the company staff to the consumer perspective. He is free to disagree publicly with the company on consumer issues.

Mr Gordon Borrie, Director-General of Fair Trading, had earlier reviewed the UK background to consumer affairs—and suggested that changes in the law may be needed in relation to product liability and advertising. He said it was becoming increasingly obvious that putting the responsibility for faulty goods on the seller did not reflect the public's view of where responsibility lies. There was a need to strengthen the consumers' rights against the producer, as in many cases it seemed inconceivable that anything done or omitted by the retailer could contribute to a defect in the product. However, changes must be long-term as there were many problems to be overcome—including the concern of pharmaceutical companies about a limit to liability.

Voluntary codes on trial

Dealing with voluntary codes of practice in industry, Mr Borrie said they were "on trial". However, there might be no more effective way of improving standards. The OFT recognised that codes would be a compromise between what the consumer wanted and the trade felt it could give, but would only endorse those which marked a real step forward in standards. During this next year, OFT would be monitoring the effect of existing codes.

In advertising there was a combination of law and self-regulation, but Mr Borrie suggested there might be a need to shift the boundary. The degree of consumer trust in advertising would depend upon whether "truth" was interpreted broadly or narrowly, but self-regulation was likely to be more flexible and capable of reacting more quickly than laws.

On the question "threat or opportunity?" Mr Borrie was in no doubt that firms with a highly developed approach to consumer matters had a positive marketing advantage over competitors who did not. "We at the OFT will continue to encourage firms to improve the services they offer by voluntary means—a method which, in the long-run, gives greater satisfaction to all concerned, leads to greater efficiency, and can result in higher profits."

The conference was organised by Forbes Publications Ltd in association with OFT, the Confederation of British Industry, the Institute of Marketing, the Retail Trading Standards Association, the US Embassy,



Some people are important enough to deserve the best.

Every mum wants the best for her baby. When she can get the best without paying extra, that makes it doubly attractive. A Freflo feeder bottle has all you'd expect and more.

A material called Polycarbonate that's as smooth as glass but so much safer. A rimless neck with no raised edges or indentations to trap germs.

Flexible walls to prevent airlocks. And the whole bottle is boilable, lightweight and virtually unbreakable.

Such a product deserves a big advertising campaign. This year over 22½ million copies of 9 magazines will tell the Freflo story.

It's enough to bring in your customers. Will you have enough to meet the demand?

Griptight Freflo

THE SAFEST PROFIT YOU'VE EVER MADE

Lewis Woolf Griptight Limited, Home Sales Department,
144 Oakfield Road, Selly Oak, Birmingham B29 7EE. Telephone: 021-472 4211



Taylor of London forge link with New York

The mail-order pharmacy with a professional atmosphere

Taylor of London, the Sloane Street perfumers, have completed negotiations for Caswell-Massey—a New York pharmacy with links going back to 1752—to distribute their products throughout the United States of America.

When in London last week, to complete the arrangement, Mr Milton Taylor (no connection with the founder of the London perfumers), manager of Caswell-Massey Ltd, was interviewed by C&D about his company's history—and in particular about the pharmacy at 518 Lexington Avenue, Corner 48th Street, 10017 New York.

John Noakes Taylor, a pharmacist, founded Taylor of London in 1887 (see C&D, April 5, 1975, p457), and its present managing director, Michael Stewart-Smith, maintains the tradition and elegance of the past. The company is well known for its horse-drawn brougham which still delivers in London's West End.

Caswell-Massey claim to be the oldest pharmacy and perfumery company in America and until a change in legislation about ten years ago were the only limited company in New York, a throw-back to its British origins before the War of Independence.

The company was founded in 1752 by Dr William Hunter, an English pharmacist and physician, and the first lecturer on anatomy in America. After the success of the revolution he returned to England

leaving the pharmacy to his employee who in turn passed it on to his employee. Eventually it came into the hands of a pharmacist called Caswell who took a partner, Massey, and together they expanded the business, opening several branches. They named the company Caswell-Massey Ltd and it has remained so since 1890. Abraham Lincoln was a Caswell on his mother's side.

Ralph Taylor, Milton's elder brother and the senior member of the firm, joined Caswell-Massey becoming a branch manager and eventually Milton joined the company. The Taylors purchased the New York shop in 1936 at a time of crisis for Caswell-Massey. The two brothers developed the business specialising in perfumes and unusual gift merchandise.

They manufacture many of their own products, one of which is a Cologne that was a favourite of George Washington. Their pharmacy exhibits many specie jars and dispensing equipment from the original William Hunter pharmacy and the shop fittings are hand carved walnut, some showcases dating from mid-nineteenth century. Mr Taylor said the Taylor perfumery products particularly appeal to him because both firms have "an old feel about them".

The premises are listed as an historic place for tourists to visit and Mr Taylor says that "once anyone steps inside the

Continued on p342

The Caswell-Massey "apothecary" in New York displays specie jars from mid-eighteenth century and fittings from mid-nineteenth century



NYLAX CONTINUES TO GAIN GROUND



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Or order singles through your
usual wholesaler.

Over the next week some 15 million children in this country will be asking their fathers...

*"WHAT CAN I
GET HER FOR
MOTHERS
DAY?"*



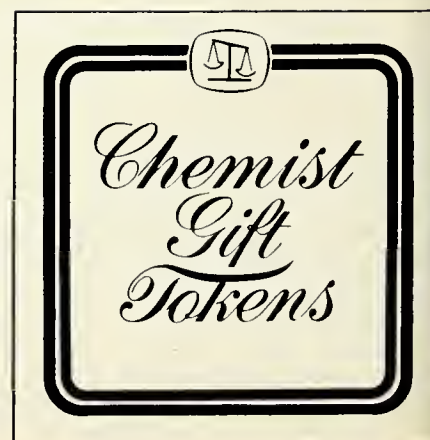
Chemist Gift Tokens provide the answer.

And not just for Mothers Day either. Millions of gift purchases are made every day of the year—for weddings, births, anniversaries, engagements and so on.

Already over 2000 chemists throughout the U.K. have found that there are millions of good reasons to stock Chemist Gift Tokens—the perfect answer to all gift problems.

If you would like to provide the answer too, contact Sangers Services Ltd., 102 Morden Road, Mitcham, Surrey. Tel: 01-640 7142.

IMPORTANT NOTE: Whether or not you are a current stockist
Sangers will redeem all Chemist Gift Tokens.



Window of charm and quality

Continued from p341

door all the noise of the city disappears". The window displays maintain the traditional atmosphere with apothecary jars, in old prescription book and only quality merchandise with charm. The shopfront itself is of brass and is incorporated into the Barelay Hotel building. Mr Taylor feels that it is the quality of his products that maintains the professional atmosphere of the pharmacy. He keeps patent goods in drawers!

Caswell-Massey is now a multi-million dollar business formed of three main divisions. The retail apothecary (as Mr Taylor calls it) which recently dispensed its 13 millionth prescription and serves as showroom and headquarters for Mr Taylor, carries a staff of ten including four pharmacists. Mr Taylor's 98-year-old mother still attends for five hours every day and is a great attraction for customers, he says. Mr Taylor's two sons also help him run the business.

The pharmacy dispenses about a hundred prescriptions a day but does not deal with State-subsidised prescriptions (the rough American equivalent of our NHS prescriptions). It only opens for what Mr Taylor describes as "limited hours", 10 am-6 pm six days a week. Most of the local doctors moved away and Caswell-Massey do not attract them by discounts or charge accounts.

The shop is patronised by many prominent public figures, "but they get treated just like anyone else", said Mr Taylor. The young customers are particularly



Caswell-Massey franchise store using modern fittings to give a traditional atmosphere

welcome though, as they give our store an added dimension, a cultural experience". Perhaps out of character, it is the young who are particularly attracted by the "quaint products", Mr Taylor added.

The second division is the manufacturing-wholesaling warehouse in Greenwich village. It is from here that the 3,000 retailer customers are supplied. A recent extension of this service is the granting of franchises, where certain stores that maintain Caswell-Massey image may trade under that name.

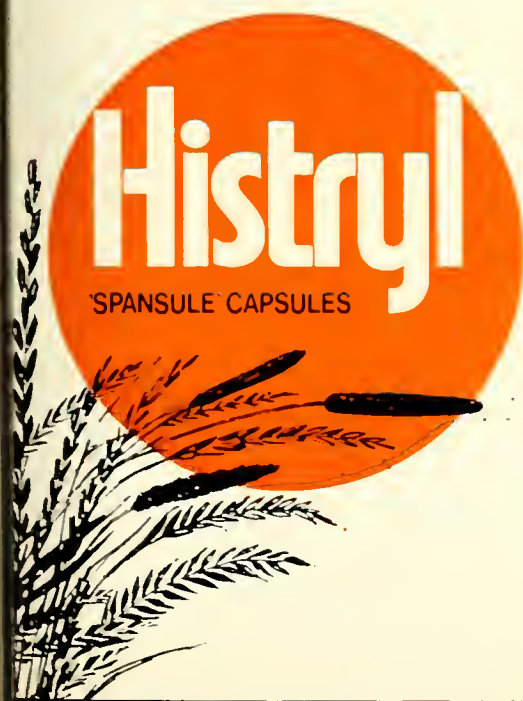
The third division is a mail order business based on a catalogue sent out twice a year. 1½ million copies are sent "but we have had no complaints from our stockists that the mail order interferes with their trade".

Over 200 items are shown in the catalogue, mainly toiletries, perfumes and toothpaste, but some simple medicines are listed, manufactured from imported in-

gredients. The company also sells ingredients for customers to make their own products. "We sometimes take on products just to keep them alive".

Mr Taylor is a regular reader of *C&D*. "I find it very readable and it keeps me up to date with what's happening in England", he said. "I also get information on products before they arrive in America, and I am always looking out for new 'old' products to handle, but only on an exclusive basis", he added.

The two brothers have outside interests, that of Milton Taylor being literature and writing, and Ralph's being music. He plays and teaches the recorder and Caswell-Massey sponsor a classical music programme "Music of the perpetual past" on WNCN radio. Neither of the brothers envisages retirement: "If you enjoy the work you're doing you don't think of retiring", said Mr Taylor. "I would hope to carry on till I'm 98 like my mother".



Hay fever protection that chemists don't sneeze at

Every pocket-pack of 'Histryl' offers your customers rapid relief and sustained protection from hay fever symptoms.

The 'Histryl' seasonal offer:

- * **Low Outlay** Only £4.00 per outer of 12 charged as 10 (excluding VAT)
- * **High Profit** Retail price of 65p (including VAT) per pocket-pack means a profit of £3.17½ per outer.

Available from your usual wholesaler.

'Histryl' and 'Spansule' are trademarks

SK&F

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Are you offering women the choice they need?



Standard for Normal and Dry Hair

New Herbal for Greasy and Fine Hair

Poly Blow & Shape is the only blow-drying lotion in this rapidly expanding sector of the setting agents market, that offers women the choice they need.

Because Poly Blow & Shape now comes in a new Herbal formula

especially for fine or greasy hair—as well as the Standard which is perfect for normal or dry hair.

This exclusive choice is being advertised in women's press so make sure you have enough Poly Blow & Shape, Standard and new Herbal.

Poly Blow & Shape—the only choice.

A scheme for planned distribution

An appraisal by Mr R. Gartside, BSc, MPS, Liverpool of the scheme put forward to the Pharmaceutical Services Negotiating Committee by Mr Donald Royce (chairman of the National Pharmaceutical Association Board) and published in C&D last week.

Mr Donald Royce is to be congratulated on his imaginative scheme for a planned distribution of pharmacies¹ and it will be extremely interesting to see how the various conflicting interests represented on the PSNC view it. I would like to raise some questions which stem from my admiration of his scheme but which cause me a little concern.

The population of England and Wales at the 1971 census was 48,593,658²; dividing this by 6,000 population per pharmacy gives a total of 8,100 retail pharmacies—about a 20 per cent drop on the present figure. However, 7,408,789 people live in towns and districts of less than 6,000 population (including 3,726,789 living in towns or districts below 2,500 population) and subtracting this figure from the total population of England and Wales gives a residual population of 41,184,869, which at 6,000 population per pharmacy gives us 6,864 pharmacies—a very large drop on present figures. How is it proposed to deal with rural areas, where often a market town has a small population but draws on a wide area? Examples are Betwys-y-Coed (population 729; one pharmacy) and Riccieth (population 1,505; two pharmacies). Both are, of course, tourist centres, but working out their capitation fees will not be easy. And what happens in a three-pharmacy town where one pharmacy has more than half the total prescription trade and will lose heavily under this proposed scheme? In any rural area the scheme can only work if all doctor dispensing is stopped. Is this likely, or are we deliberately going to deprive 15 per cent of the population of a pharmaceutical service?

Catchment area

I am also a little doubtful on other grounds about the basic population unit of 6,000. The last issue of *Action* reprinted a PSNC Press release which gave the minimum catchment area for a commercially viable pharmacy as 7,000 population (implying only 5,800 surviving pharmacies—half the present figure), and both figures for catchment areas imply rather higher work loads. C. J. Fell has made a study³ of the number of prescriptions per head of population per annum; he calculated figures of 4.96 for 1959 and 6.08 for 1975. From the DHSS annual report for 1971 and the census figures for that year it is possible to calcu-

late that the rate in 1971 was 5.48 and it would appear that the number of prescriptions per head of population has been rising at an accelerating rate. I believe that the latest estimate for 1976 is of the order of 330 million prescription items, which would indicate about 6.6 items per head per year, which looks rather high. If we conservatively assess the current going rate as 6.25 items per head per annum, this gives 37,500 prescriptions per annum (3,125 per month) for 6,000 population, and 43,750 prescriptions per annum (3,646 per month) for 7,000 population.

These figures do not agree too well with Mr Royce's suggested average of 30,000 prescriptions per pharmacy, and many will think them beyond the capacity of a single-handed pharmacist. Is it being suggested that all dispensing be carried out by technicians? If ancillary help has to be engaged then, of course, the figures for net income look much less impressive.

More serious is the fact that national averages probably conceal wide regional variations. Hard figures are impossible to come by, but it is unlikely that Herefordshire farmers have the same prescription demand as Liverpool dockers; nor can one see a Tonbridge civil servant suffering the same degree of ill-health as a Northumberland miner. Now it is true that the medical profession, paid in general practice on a capitation basis, manages to live with this problem, but few would pretend that the quality of medical care has been improved by this payment method.

Capitation versus on-cost

Consider the change in receptionist's attitudes that payment by a fee per item of service would bring about; contrast the several days wait for appointment with the capitation-paid doctor with the few minutes wait for the prescription to be dispensed by the fee-per-item-paid pharmacist. Not that I am arguing here against capitation fee for pharmacists, rather that Mr Royce's scheme puts too much emphasis on capitation fees and too little on fees per item or, preferably, percentage on-cost.

It is all too easy, despite the statutory requirement, to turn prescriptions away on the grounds that it will take two days to obtain the materials. We all know that this is happening on a large scale at present in the case of drugs which have risen in price within the previous month. There would be a danger that some retail pharmacists would sit back and enjoy their £6,000 a year while the poor fellow down the road was doing a large amount of extra business for very little return.

Lastly, there is an insidious danger in the assumption that the counter side of the business will continue to subsidise NHS dispensing. This may be "realistic" in terms of what the Department of Health will accept, but is certainly no formula for survival. Retail pharmacists' dependence upon NHS turnover is increasing, not particularly because they are commercially uncompetitive, but because prescription ingredient costs have risen since the early 1950's at three times the general rate of inflation.⁴

At some time in the future the Department will have to accept that, since pharmacists are much more expensive than ordinary shop managers and sales of Part I poisons are commercially insignificant,

the only justification for having a pharmacist on retail premises is the dispensing of prescriptions, which should be paid for on this basis. I would humbly suggest that both the DHSS and PSNC are out of touch with reality here—a notional salary of £5,000 pa is plainly ridiculous when advertisements have appeared offering £8,000 pa. Although we are not comparing like with like, the average business currently advertised for sale dispenses 20,000 prescriptions per annum, while the average managerial salary offered is £5,500 per annum.

Mr Royce's proposals go some way towards rectifying this situation, and perhaps to go even further would be to edge too close to the abyss of a salaried service. But the reduction in the number of pharmacies which by implication he envisages would of itself automatically provide the money resources to pay the remaining pharmacists properly. This has been true for the last twenty years: effectively, the DHSS has pocketed the profits which used to be made by pharmacies now closed.

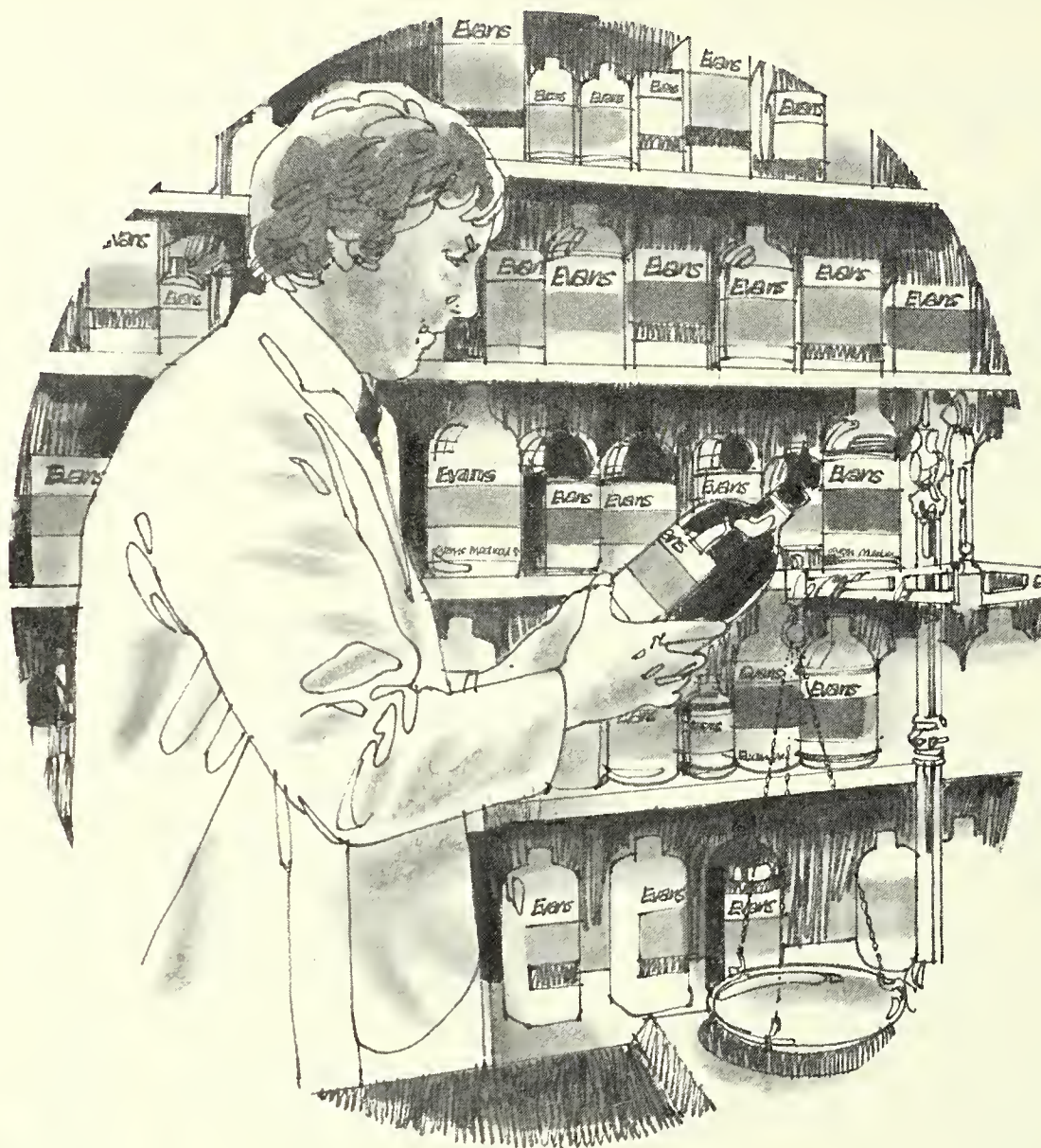
Purchase on retirement

In my view the most significant of Mr Royce's proposals is that purchase of pharmacies by the DHSS upon the retirement of the proprietor would enable hard working men to retire in the circumstances they deserve. The plight of many proprietor retail pharmacists at or near retirement age is a disgrace to our profession—their shops unsaleable, their savings from the time when dispensing gross profit on return was 40 per cent now eaten away by inflation, and unable to save for the past few years because all of their profits have had to be used to finance capital requirements swollen by inflation. Here, indeed, is the crunch point of the whole scheme. It can only work if the DHSS is willing to buy pharmacies which are unsaleable. And why should they do this when they can achieve the same result at no cost simply by going on with the contract as it is?

The only fault of our negotiators over the years has been that they are scientists and gentlemen. As scientists they work out what would be a fair and equitable settlement and as gentlemen they apply for that and no more. The ensuing negotiations ensure that they finally settle for less simply because their original demands were honest rather than outrageous. Go for broke, Mr Royce. Reduce the catchment area to 3,000 population, increase the capitation fee to £2 per head, and ask for an on-cost of 60 per cent. Then if you have to settle for little more than half you will still have managed to bring us near financial equality with our Irish brethren.

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- ¹ Royce, D. "A plan for redistribution of pharmacies". *Chemist & Druggist*, 207, 308 (March 5, 1977).
- ² All population figures from "Business in Britain" 1975. Phillips Management Planning Atlas.
- ³ Fell, C. J. *Pharmaceutical Journal*, 217, 448 (November 13, 1976).
- ⁴ Gartside, R. Possible relationships between the financing of National Health dispensing and the number of retail pharmacies. *Pharmaceutical J.* In press. More comments on the scheme, see Letters.



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Professional News

Pharmaceutical Society of Great Britain

BP Conferences will put science before politics

The future structure of the British Pharmaceutical Conference has been considered by the Organisation Committee of the Pharmaceutical Society's Council which recommended to Council that the "philosophy" of conferences organised in the future should reflect the four basic components: (1) a degree of political impact to focus attention on pharmaceutical matters which are topical and may be controversial; (2) an emphasis wherever possible on public relations and "press-worthiness", to bring some impact on pharmaceutical matters to the public; (3) a forum for discussion of, and the dissemination of information relating to, pharmaceutical sciences; (4) an opportunity for meetings between the widest possible range of members of the profession to develop common interests and disseminate knowledge of up-to-date practice in the various branches.

Mr J. P. Kerr said that to try to reform a conference so that publicity became one of its prime aims was wrong. Mr Balmford felt that the order in which the components had been placed was important and asked that the components be re-numbered so that (1) became (3), (2) became (4), (3) became (1) and (4) became (2). The priority would then be right and far more acceptable to the conference Science Committee, he said.

Mr Sharpe agreed to the renumbering and assured Mr Bloomfield that the new order of items would reflect their priority. The recommendation was adopted.

BRM in Conference week from 1979

The Organisation Committee also recommended, and Council agreed, that from 1979 onwards: (1) The Branch Representatives Meeting should be held on the Monday of Conference week; (2) the Conference should commence on the Tuesday and continue through to the Friday; (3) if agreement under (1) and (2) was not reached after branch consultation, then the four-day Conference structure should still be implemented.

Mr H. Steinman opposed the first part of the recommendation, saying that BRMs had been held with Conference before and had been "an abysmal failure". Mr Sharpe said the branches would be consulted before the procedure was adopted. and Mrs Estelle Leigh said the 1977 BRM was to consider a Fife Branch motion that the events should be held concurrently.

A suggestion that the Society might consider taking over the National Hospital Placement Scheme currently administered by the personnel department of the West Midlands Regional Health Authority was discussed by the Education Committee. The Committee felt that although the suggestion was that the Society should act only as a clearing house, graduates

who had difficulty in obtaining places would be likely to appeal to the Society for help, particularly if a student membership category were established. It was also suggested that the establishment of such a scheme might be thought by some to introduce a duty to provide places. The Committee recommended that the Society should not take over the scheme, but should give every encouragement to

the West Midlands RHA scheme.

In discussion of the matter at the meeting of Council, Mr Sharpe moved the reference back of the recommendation. He said that the Society should involve itself in the placement of graduates, and that the cost should not deter it. Mr Bloomfield seconded reference back.

Dr Maddock said it was not just a question of finance. If Council accepted the hospital scheme, it would be asked to accept a total placement scheme involving general practice and industry as well. It would then be necessary to build a new department that would only operate for three or four months a year. The reference back was lost and the recommendation accepted by Council.

The Organisation Committee also discussed the possibility of branch delegates attending the Conference for the day of

Continued on p348

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PSGB Council

Conference expenses

Continued from p347

the BRM. The Committee recommended that the option for a Branch Representatives Meeting delegate to attend for only one day be accepted and that if additional delegates were elected to represent the branch at the Conference any expenses involved would not be met by the Society. But when Council discussed the recommendation, Mr Sharpe suggested that the word "additional" be deleted and the word "alternative" inserted.

Mr Gordon opposed the recommendation, because BRM delegates were different from Conference delegates. Dr Maddock moved an amendment that the word "additional" be added between "any" and "expenses" so that the second part of the recommendation would refer virtually to fares only. The conference grant could still be taken up for the rest of the week. Professor Beckett seconded the amendment.

Mr Bloomfield asked if the issue could be discussed with the branches as well. The president said that it could and the amended recommendation was adopted.

No branch status for BPSA

The Organisation Committee gave further consideration to the proposal from the British Pharmaceutical Students' Association that a student section of the Society be formed. The proposal had been referred back to the Committee at the February meeting of the Council (C&D, February 12). It was reported to the Committee that a letter had been received from BPSA agreeing to amendments approved by Council at the February meeting and asking for a further amendment which would allow up to two members of the BPSA Executive to be registered pharmacists, but for no longer than their first year of registration. The letter also said that the BPSA considered branch status at the BRM as one of the cornerstones of the proposal, and that if that was not granted the association might wish to consider the whole situation again. After discussion, the Committee recommended that a reply be sent to the BPSA informing it that branch status would not be granted.

In discussion at the Council meeting, Mr Kerr proposed that the question of branch status be referred to the next BRM. He moved that time should be found for two representatives to attend and put the students' case, in order to see whether the Representatives accepted the students' proposals. Mr Howarth seconded the motion which was carried.

It was reported to the Organisation Committee that informal discussions had taken place on the establishment of a committee to represent an "Association of Health Professions", whose aim would be to encourage liaison and co-operation on matters of common interest among the professions.

The secretary and registrar had received a letter expressing the appreciation of the Chiltern Region Committee of Council's decision not to disband the Regional committees. The letter expressed the hope that every effort would be made to revitalise regions not at present carrying out effectively the objective originally set out.

The Practice Committee considered the statement on analgesics made by Mr Roland Moyle, Minister of State for Health, on February 24. The Committee was informed that the proposed Medicines (Sale and Supply) Miscellaneous Provisions Regulations were to be laid before the Commons in May, and it was hoped that a debate would take place and the strong feeling of the Society's supporters made clear. It was possible that, if there were sufficient opposition in the House, the Minister would be obliged to acknowledge the strength of the Society's case by offering some concessions.

The president told the Committee that the health education campaign proposed by the Minister demonstrated that pharmacy had secured a compromise by its actions over the analgesics questions. The Committee was told that, before the Minister's statement, the Society had been arranging a meeting with the National Pharmaceutical Association and the Health Education Council to institute a campaign involving the use of leaflets and posters within pharmacy. Further discussion would be held on the Minister's proposals for a more comprehensive campaign.

A letter has been sent to the Minister of Agriculture, Fisheries and Food seeking representation of practising agricultural and veterinary pharmacists on the Veterinary Products Committee. The names of four pharmacists have been submitted in anticipation of two being selected.

The Practice Committee considered proposals from the Department of Health that had been put to the British Medical Association on possible prescribing economy measures. The Committee recom-

mended, and the Council agreed, that discussions should be held with the Pharmaceutical Services Negotiating Committee before a reply was sent.

The Practice Committee considered the report of the Tricker inquiry into the Prescription Pricing Authority. The Council agreed that the Department of Health should be informed that the Society would comment after the next Council meeting. In the meantime, discussions would be held with the PSNC, following which a document would be prepared for consideration by Council.

The Science Committee recommended, and Council agreed, that the Department of Health should be informed that it was the Society's view that there should be separate European Economic Community legislation to control colouring matters for use in medicines. The Committee felt that the small number of colours which would be legally permitted, under the EEC Directive on colouring matters for medicinal products, would cause problems for pharmaceutical manufacturers and official compendia. The Committee was of the opinion that the Directive should include a specific list of permitted colours, instead of referring to the colours included in the Directive on colouring matters for food.

□ The secretary and registrar reported that a telegram of congratulations and loyal greetings had been sent to HM the Queen on February 7 on the occasion of the Silver Jubilee of her accession.

□ A visitors book has been presented to the Society by Leeds Branch in memory of Thomas Heseltine, who was president of the Society 1953-54.

□ The BSc with honours and the BSc in pharmacy degrees of Liverpool Polytechnic have been approved for a further period of five years, subject to any amendments being submitted to the Society during that period.

□ The 1978 vacation conference for lecturers in pharmaceutical subjects is to be held at Brighton Polytechnic, March 28-31.

Post Scripts

Research grant for Bath

Three members of the centre for drug formulation studies, Bath University's School of Pharmacy and Pharmacology, have been awarded a grant from Nicholas International Ltd as part of a world-wide research programme. The initial grant for this year is £7,500 but it is anticipated that funding will continue on a rising scale for a number of years. Aided by the grant, Professor Dennis Norton, Dr David Davies and Mr Brian Meakin will continue their research into novel ways of delivering drugs to the human system.

Is this a record?

One of the largest pharmaceutical companies in South Africa, E. J. Adcock Ltd, embraces five wholesale chemists and some 50 retail pharmacies. The parent company, Adcock-Ingram (Chemists) Ltd, is involved in the pharmaceutical business from research and development through to manufacturing. It was founded by the four

brothers Tannenbaum (Arthur, Hyman Len and Jack) who have collectively served the company for a total of 215 years. Mr Arthur Tannenbaum recently celebrated his 50th anniversary of service at a dinner and dance whose participants included senior members of the staff of the wholesale pharmaceutical business, and partners and managers of the E. J. Adcock Ltd retail pharmacies. Among the guests were the five sons of the four founders all of whom are pharmacists, and Mr Tannenbaum commented in his speech that he felt it must be something of a world record to have so many pharmacists in one family.

Unless of course readers know better...

Reward for innovation

A cash prize of £10,000 is offered to this year's winner of the Technical Development Capital Ltd's Innovator Award. The award will be given for the best business plan—by a small company, partnership, individual, or team of individuals—to exploit a worthwhile innovation; further information is available from, and entries should be submitted to, TCD Ltd, 91 Waterloo Road, London SE1 8XP before April 30.

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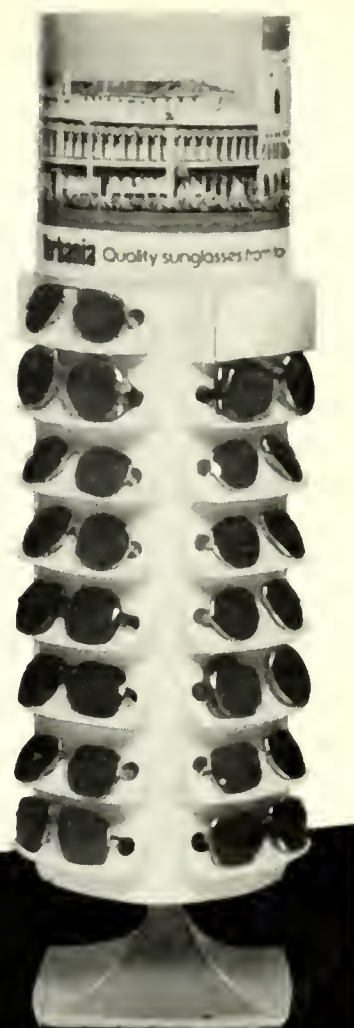
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Company News

Fisons Pharmaceuticals report good year

Total sales of Fisons Ltd and subsidiaries in 1976 amounted to £258.3m, an increase of 20.1 per cent over 1975. Pre-tax profit at £18.6m was 11.7 per cent up.

Among individual divisions, the pharmaceuticals division had sales of £53.1m in 1976 (£41.6m in 1975), profit £10.4m (£7.2m), expenditure on research and development £4.5m (£3.5m). The increase of 45 per cent in total activity profit was partly due to the decline in value of sterling and partly to volume growth and higher prices. There was substantial growth in the UK, including an increase in unit sales of Intal, and the newly launched product Opticrom exceeded expectations.

Exports of pharmaceuticals were up significantly with major contributions from sodium cromoglycate products, veterinary products, dextran powder and proprietary medicines. There was good recovery in Australia, and sales in Japan showed excellent growth.

The profits of the fertiliser division were significantly lower than in 1975, but are stated to compare favourably with the earnings of other European fertiliser producers in the light of poor trading conditions throughout the world. Tonnage sales were higher than in previous years.

The scientific equipment division made good progress in 1976 with profits increasing 46 per cent to £1.5m.

Unilever sales and profits move ahead

Sales of Unilever Ltd and Unilever NV in 1976 were £3,767m and £4,959m, respectively, and the combined figure was 29 per cent above that for 1975 at current exchange rates. Calculated at comparable exchange rates, the increase was 14 per cent. Pre-tax profit at £605.1m was 84 per cent above 1975 at current exchange rates and 61 per cent at comparable rates.

In the last quarter of 1976, profits in Europe other than the UK were below the corresponding period of 1975, but over the year as a whole there was a major improvement in most product groups in Europe. However, the company considers that margins in general are still too low. The toilet preparations businesses showed further growth, and in North America results were generally satisfactory. In most other countries outside Europe there was further growth in sales and profits.

Naproxen sales increase despite adverse publicity

Syntex report that sales of the anti-arthritis drug naproxen outside the USA continue to rise and do not appear to have been affected by publicity concerning the

proposal by the FDA to withdraw the drug in the USA because of alleged deficiencies in one rat study. In the USA, however, sales of naproxen have declined since October. In the UK the Secretary of State for Social Services recently stated in the House of Commons that "the safety of naproxen has been thoroughly examined on several occasions and there is ample evidence for safety independent of the one study in the USA".

Net sales of Syntex Corporation in the three months to January 31 at \$77.1m were 20 per cent above the figure for the same period of the previous year, and pre-tax profit rose to \$12.4m from \$11m.

Warner-Lambert sales a record in 1976

Sales of Warner-Lambert Co in 1976 at \$2,349m were a record and 8 per cent above the 1975 figure, but the chairman, Mr E. Burke Gihlin, states that at constant foreign exchange rates, the sales growth would have been about 12 per cent. Earnings from operation were up 4 per cent, but after allowing for charges for foreign currency adjustments, net earnings were \$159.6m compared to \$163.9m. Foreign currency adjustments, due primarily to the sharp decline of the Mexican peso and several European currencies, reduced the net income by about \$8.8m.

Albright & Wilson to sell cyclamates in Europe

Allbright & Wilson Ltd have concluded a long-term agreement with the Taiwanese Cyclamate United Export Corporation of Taipei, Taiwan, for the exclusive sale of their sodium cyclamate, calcium cyclamate and cyclamic acid throughout continental Europe. TCUEC represents the most important cyclamate producers in Taiwan. European sales will be organised through Albright & Wilson in the UK, and the company's offices and agents in Europe will administer sales locally.

The successful conclusion of the agreement was assisted by Nissan Chemical Industries, of Tokyo, with whom A & W already have a similar agreement for the sale of sulphamic acid in Europe.

Alza sales reach \$3.6m

Alza Corporation announce sales of \$1.6m in the last three months of 1976 and \$3.6m in the last six months. There were no sales in the corresponding periods of 1975 since all the products were then in the development stage. The net loss in the last three months of 1976 was \$3.9m and for the last six months \$7.3m compared with \$3.8m in the last three months of 1975 and \$8m in the last six months.

Briefly

The pharmacy of E. L. K. Eckersley in Canterbury is shortly to move to larger premises next door at 42 St Margarets Street, which is at present a butcher's shop. The butcher, who is proposing to sell only sandwiches and pies in future, will move into the premises vacated by the pharmacy.

Airwick (UK) Ltd have moved to Manchester Old Road, Rhodes, Middleton, Manchester M24 4RH (telephone 061-653 5901).

Braun Electric (UK) Ltd have moved to Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex (telephone Sunbury 85611; telex 8811888 Braun G; cables Braunlec Sunbury).

Ferring Pharmaceuticals Ltd move to the following address on March 14: 7 York Street, Twickenham, Middlesex TW1 3JZ (telephone 01-892 6648; telex 935729 Helix G).

Eli Lilly are planning to build a £14m parenteral products manufacturing plant at Indianapolis, making the total investment at the site about £35m. The products to be made in the 120,000 sq ft building will include insulin, anti-cancer drugs and antibiotics.

E. C. de Witt & Co Ltd have sold their Potter & Moore division together with its associated trade marks for the UK and certain overseas territories to Jean Sorelle Ltd, a member of the Dunbee Combex Marx group of companies. All inquiries should be addressed to Jean Sorelle Ltd, 117 Great Portland Street, London W1N 6AH (telephone 01-636 8677).

The pharmacy business of **P. Strang** at 154 High Street, Perth, which has been established for 128 years, ceased dispensing work at the end of February, but will continue trading for some weeks to dispose of the stock of toiletries and cosmetics. It will then close completely. Mr Graham Mitchell, the proprietor, who took over the business in 1942, has been in pharmacy for 50 years.

Seward Pharmaceutical report that an order for 1.5m tablets and capsules needed for flood relief in Mozambique, confirmed by Crown Agents at 3 pm on March 1, left the factory at 10 am next morning to be flown out of London Heathrow at midday. The products, all supplied from stock, included sulphaguanidine (0.5m), phthalylsulphathiazole (0.5m), oxytetracycline capsules (0.25m), and tetracycline capsules (0.25m).

Appointments

Aerosols International Ltd: Mr Bryan Long has been appointed production director.

Warner-Lambert Organisation: Mr John Beasley has been appointed regional director for the UK and Eire. He was previously chairman of Schweppes Ltd.

Optrex Ltd: Mr Mike Rodger has been appointed product manager responsible for Optrex eye lotion, Eye Dew, Famel and In Step. He was previously with Brillo where he was product manager on Cuticura and Ayds Slimming Plan.

Bristol-Myers Co Ltd: Mr Geoffrey Palmer-Moore and Mr Leslie Burrage have been promoted to the positions of general manager, consumer division and general manager, appliances division, respectively. They were previously directors of sales and marketing in their respective divisions. Mr Pieter Geuze has been appointed on an assignment basis to be general manager, pharmaceutical division.

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Market News

Paracetamol firm

London, March 9: Paracetamol prices are firm at levels about £0.20 kg higher than last recorded. British manufacturers point out that UK rates are still well below those operating on the Continent. Salicylates, including aspirin, are unchanged but will be marked up at the end of the month. Aspirin will then be up by £0.60 kg. During the week phenylephrine moved up to a minimum £80.00 kg from £65.00. Magnesium sulphate and zinc chloride are also firmer; they too are expected to rise again at the end of March.

Dearer in crude drugs during the week were ipecacuanha, pepper, caraway seed, gentian root and certain grades of ginger. Lower were Canada and Peru balsams, hydrastis, lemon peel and cherry bark.

There was no change in the pattern of trading in oils. Spot rates for many continue favourable against offers from origin. Arvensis peppermint was firm. Higher also were clove leaf, eucalyptus, camphor white and Brazilian sassafras. Offers of cassia were non-existent.

Pharmaceutical chemicals

Adrenaline: (per g) 1-kg lots base £0.25; acid tartrate £0.20.
Aloin: 50-kg lots £17.00 kg.
Aluminium hydroxide: BP gel £0.41 litre for 1,000 litres; BP dried £1,250 metric ton.
Ammonium acetate: BPC 1949 crystals £0.7019 kg in 50-kg lots; strong solution BP 1953 £0.243 kg in 200-kg lots.
Ammonium bicarbonate: BPC £160.70 metric ton, ex-works in 50-kg bags.
Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.
Aspirin: 10-ton lots £1.95 kg; 1-ton £1.215.
Caffeine: Anhydrous £3.30 kg in 100-kg lots; citrate £2.40 kg (50-kg lots).
Calamine: BP £621 per 1,000 kg.
Cantharadin: 100-g lots £1.30 per g.
Chloral hydrate: 50-kg lots £1.17 kg.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £195; anhydrous £445; liquid 43° Baumé £200 (5-drum lots); naked 14-tons £160 ton.
Hydrogen peroxide: 35 per cent £223 metric ton.
Iodoform: US NF £8.00 kg for 50-kg.
Lithium citrate: BPC '49 £6.00 kg (50-kg lots).
Magnesium carbonate: BP per metric ton—heavy £570; light £410.
Magnesium hydroxide: (metric ton) BPC light £1,140; 28 per cent paste £410.

Magnesium oxide: BP per metric ton—heavy £1,430; light £1,140.
Magnesium sulphate: BP £115 metric ton delivered UK; commercial £98.00; exsiccated BP, £228.
Magnesium trisilicate: £680 metric ton.
Mersalyl: Acid £22.85 kg in 10-kg lots.
Premium for powder £11.00.
Methyl salicylate: £0.93 kg for 5-ton lots; £0.97 for 1-ton.
Metol: Photo grade per kg, 50-kg lots £5.64; 250-kg £5.46.
Noscapine: Alkaloid £26.80 kg for 25-kg lots; £25.00 kg for 100-kg. Hydrochloride £30.00 and £28.00 kg for similar quantities.
Paracetamol: (Per kg) 50-ton contracts from £2.80, spot, 10-ton £2.88; 1-ton £3.00. Premiums for direct compression £0.13 kg.
Phenylephrine hydrochloride: From £80.00 kg according to quantity.
Physostigmine: Salicylate £1.00 per g; sulphate £1.28 100-kg lots.
Pilocarpine: Hydrochloride £268 kg; 25-kg lots £235 kg. Nitrate £264 and £230 respectively.
Pyridoxine: (Per kg) £26.25; 5-kg £25.25; 25-kg £24.75.
Quinine: Hydrochloride (25 kg) £95.50 kg; (50 kg) £95.25 kg. Sulphate (25 kg) £91.50 kg; (50 kg) £91.25.
Saccharin: BP in 250-kg lots £4.20 kg; sodium £3.69.
Salicylic acid: (kg) 5-ton lots £0.96 kg; 1 ton £0.97.
Sodium perborate: (per 1,000 kg) monohydrates £464, tetrahydrate £274.
Sodium percarbonate: £365 per metric ton.
Zinc chloride: Granular 96/93 per cent £405 metric ton, delivered.

Crude drugs

Balsams: (kg) Canada £11.40 spot; £11.30, cif. for shipment. **Copaiba:** BPC £2.20 on the spot; £2.10, cif. **Peru:** £6.20 spot; £6.10, cif. **Tolu:** £3.75 spot.
Cherry bark: Spot £750 metric ton; £720, cif.
Gentian: Root £1.40 kg spot; £1.35, cif.
Ginger: (ton, cif) Cocin £1,105. Jamaican (spot) £1,500. Nigerian split £870 spot, shipment £840, cif. peeled £1,020.
Hydrastis: (kg) £945 spot; £935, cif.
Ipecacuanha: (kg) Costa Rica £4.40 spot; £4.30, cif.
Menthol: (kg) Brazilian £10.40 spot and cif. Chinese from £12.50 duty paid; £11.20, cif.
Pepper: (ton) Sarawak black £1,475 spot; £1,390, cif. White £1,645 spot; shipment £1,555, cif. Brazilian black grade one £1,530 spot.
Seeds: (metric ton, cif) Anise: China star forward £675. Caraway: Dutch £970. Celery: Indian £620. Coriander: Moroccan £660; Indian £495. Cumin: Egyptian £500, Iranian £535. Dill: Indian £265. Fennel: Egyptian £230. Fenugreek: £145. Maw: £1,170.

Essential oils

Camphor white: £0.90 kg spot; £0.90, cif.
Cassia: Chinese not offering.
Citronella: Ceylon £1.30 kg spot; £1.24, cif. Chinese £2.05 spot; £2.05, cif.
Clove: Madagascar leaf £2.65 kg spot; shipment £2.65, cif; Indonesian £2.35 spot; £2.40, cif. English-distilled bud £45.00 spot nominal.
Eucalyptus: Chinese £2.05 kg spot; £2.00, cif.
Lemongrass: Cochise £4.60 kg spot; £4.75, cif.
Peppermint: (kg) Arvensis—Brazilian £5.35 spot; £5.50, cif. Chinese £5.10 spot and cif. Piperata, American Far West about £24.50, cif.
Sassafras: Chinese £2.20 kg, cif. Brazilian £2.20 kg spot and cif.
Spearment: (kg) American Far West £15.50. Chinese spot £12.00 kg; shipment £11.70, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Monday, March 14

North Metropolitan Branch, Pharmaceutical Society, School of Pharmacy computer unit, Presbyterian annexe, Wakefield Street, London WC1, at 7.30 pm. "Rabies".

Southampton Branch, Pharmaceutical Society, Art gallery, Southampton, at 7.30 pm. Dr M. Moles (consultant anaesthetist) on "Anaesthetics in the pharmacology jungle".

Tuesday, March 15

Liverpool Branch, Pharmaceutical Society, Hospital College, Mount Vernon Street, at 7.30 pm. Professor A. M. Breckenridge on "Drugs and how not to use them".

Northampton Branch, National Pharmaceutical Association, Yeoman of England, Wootton, at 8 pm. Mr E. J. Downing (assistant secretary, NPA) on "Hiring and firing".

Wednesday, March 16

Cardiff Branch, Pharmaceutical Society, UWIST, at 7.30 pm. Mr D. F. Lewis (secretary and registrar, Pharmaceutical Society), on "Current developments in pharmacy".

Crawley Branch, Pharmaceutical Society, Queen Victoria Hospital, East Grinstead, at 7.30 pm. Speaker, Mr J. M. Barfield (South-east Thames regional pharmaceutical officer).

Leeds Branch, National Pharmaceutical Association, Windmill Hotel, Seacroft Ring Road, at 7.30 pm. Annual dinner and dance. Principal guest Mr Donald Royce (chairman, NPA).

Stockport Branch, Pharmaceutical Society, Deanwater Hotel, Woodford, at 7.30 pm. Informal supper and dance.

Sunderland Branch, Pharmaceutical Society, Postgraduate medical centre, at 8 pm. A "Slide and sound" presentation by Alan Warren and George Meek.

Worthing Branch, Pharmaceutical Society, Beach Hotel, at 8 pm. Speaker, Mr C. S. H. Zeuner (Weald and Downland Open Air Museum).

Thursday, March 17

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, at 8 pm. Mr Jan de Uries on "Homoeopathy and acupuncture".

Barnet Branch, Pharmaceutical Society, Society's building, 1 Lambeth High Street, London SE1, at 7 pm. Annual dinner. Guest Sir Hugh Linstead.

Blackpool Branch, National Pharmaceutical Association, Imperial Hotel, at 7.45 pm. Mr W. A. G. Kneale (EEC liaison secretary, NPA) on "A fresh look at pharmacy in the EEC".

Epsom Branch, Pharmaceutical Society, Down's Club, Belmont, Surrey, at 8 pm. Guest, Maureen Tomison (Society's head of publicity).

Manchester and Salford Branch, National Pharmaceutical Association, Pharmacy lecture theatre, University, Oxford Road, Manchester, at 8 pm. Mr M. Gordon (Member of Council) on "Aspects of clinical pharmacy".

Northamptonshire Branch, Pharmaceutical Society, Overstone Solarium, Sywell. Dinner and dance.

Northern Scottish Branch, Pharmaceutical Society, Postgraduate centre, Raigmore Hospital, Inverness, at 7.45 pm. M. M. Smith on "The changing face of pharmacy".

Western Pharmacists' Association, Royal Garden Hotel, Kensington, at 6.45 pm. Dinner and dance.

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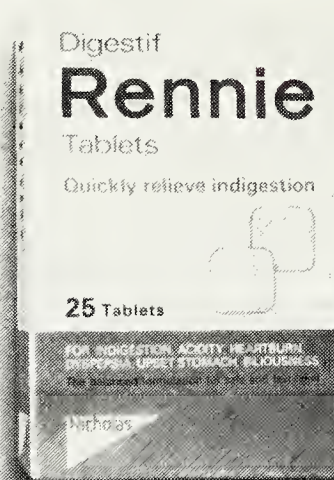
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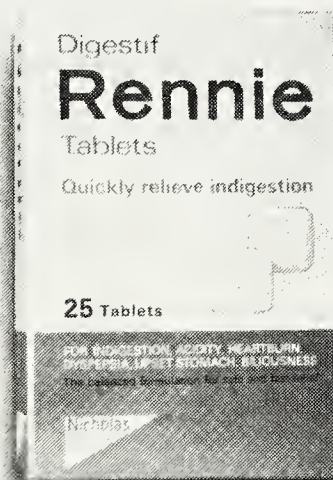
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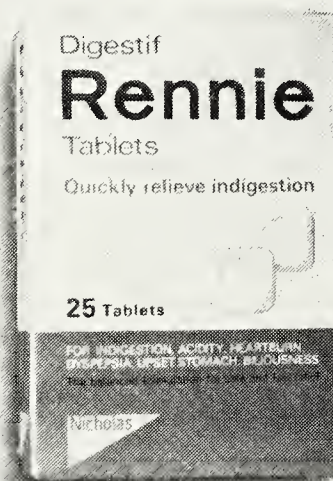
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